

## **Adeeva Essential H.A.**

### Features and Benefits

- Adeeva Essential H.A is produced using a unique and patented process that is scientifically proven to deliver hyaluronic acid throughout all skin layers, including the deeper layers of the dermis
- Hyaluronic acid is a natural substance produced by skin cells and is found in great abundance in young skin (both the epidermis and dermis) where it functions to keep the skin youthful, supple, elastic, smooth, toned, and moist. Due to its antioxidant and water binding properties, it is a natural anti-wrinkle and anti-aging agent.
- With the aging process the body loses its ability to synthesize optimal amounts of hyaluronic acid. By age 50 individuals are estimated to have less than half of the hyaluronic acid they had in their youth. The high levels of hyaluronic acid in the skin of a baby, is a large reason that their skin is so soft and supple. To this end the loss of hyaluronic acid that occurs as we age is a large reason for the decreased suppleness and reduced elasticity and progressive atrophy we experience over time. Adeeva Essential H.A.'s unique formula and delivery system is proven to replenish your skin with this vital nutrient and thereby slow and/or reverse many aspects of skin aging.
- One of the most unique features of hyaluronic acid is its powerful ability to attract and hold water molecules, making it an invaluable skin humectant. Thus, it is a natural moisturizer, providing the surface of the skin with a smooth, attractive appearance, and enables the deeper layer of the skin to trap water molecules, resulting in skin that is more supple, elastic, and toned. As such, it also acts as a natural filler to reverse fine lines and wrinkles, and helps to slow skin aging, atrophy and degeneration. Hyaluronic acid also forms a significant portion of the gel-like matrix (medium) between skin cells and connective tissue, which is necessary for transportation of essential nutrients from the bloodstream, via the capillary network, to the developing skin cells.
- In its free form hyaluronic acid is not very absorbable and thus, does not penetrate to the deeper skin layers upon topical application. This is because of its large size and other properties that restrict its absorption through the skin.

- Unlike other hyaluronic acid products Adeeva Essential H.A. is a unique, proprietary form of hyaluronic acid in that the hyaluronic acid is encapsulated into second generation liposomes, which makes it the only reliable and proven method to distribute the hyaluronic acid through out all skin layers. This unique proprietary formula also contains hyaluronic acid with a wide range of chain lengths, which results in the larger chain lengths of hyaluronic acid remaining at or near the surface to moisturize and add instant smoothness to the skin's surface upon application, while facilitating deeper penetration through the skin by the encapsulated shorter chain length of hyaluronic acid. Upon application Adeeva Essential H.A. immediately improves the smoothness and appearance of the skin. With continued use it has shown an ability to reverse fine lines and crow's feet wrinkles in clinical trials and experimental studies. These results are often seen within the first two months of daily use. A placebo-controlled study performed in 1998 involving healthy human volunteers demonstrated that this encapsulated form of hyaluronic acid, contained in the Essential H.A. product, was capable of diminishing wrinkles, preventing wrinkles from forming, improving skin elasticity and restoring the structure and organization of the collagen protein within the dermis. These results were determined using objective scientific instrumentation. (1)
- Hyaluronic acid applied topically has also shown an ability to improve wound healing and scarring. As such, hyaluronic acid has been used in the treatment of acute and chronic wounds such as abrasions, post-operative incisions, first and second-degree burns, vascular and metabolic ulcers, and pressure sores.
- The source of hyaluronic acid in Adeeva Essential H.A. is produced from the fermentation by selected bacterial strains, and is therefore free from contamination by other impurities and related glycosaminoglycans (hyaluronic acid is a member of a class of compounds called glycosaminoglycans) and proteins that may be present in other animal-based sources of hyaluronic acid products.
- Adeeva Essential H.A. entails a two-fold application. The **Hyaluronic Spray Mist** moistens the skin and provides the medium through which the Forever Youthful concentrated **Hyaluronic acid Serum** can be transferred to all layers of the skin. The Spray Mist is applied first and while the skin's surface remains wet, a small amount of serum is applied and spread over the skin's surface. Adeeva Essential H.A. should be applied morning and night for best results. The Spray Mist can be used by itself throughout the day to keep the surface of the skin moist and smooth, due to it natural surface humectant properties. When applying make up or night creams, the following instructions apply:

  - 1. Wash face (cleanse)
  - 2. Apply Forever Youthful Spray Mist

- 3. While the skin is wet from the Spray Mist, spread a drop of Forever Youthful Serum on your finger and spread it over an area of the face. About three drops usually is necessary to cover entire face and neck
- 4. Once the serum dries (within seconds), apply moisturizer and/or make-up
- 5 At night follow the same steps as above, but replace step 4 with a night cream (anti-wrinkle/anti-aging etc)

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