



## The BodyTools BluePrint for Anti Ageing / Anti Wrinkles

### How We Age

Cell damage from free radicals, tiny molecules produced when a cell converts oxygen into energy, is responsible for most of the effects we call ageing. Antioxidants, produced by the body and reinforced from anti-oxidant foods, protect the cells from damage by seeking out and neutralizing these free radicals. BUT these defenses are never 100% efficient. It is the accumulation of the un-repaired cellular damage that fuels the ageing process which can lead to the development of cancer, heart disease, cataracts and premature skin ageing including: oil producing glands becoming less active, drier and sagging skin, AND wrinkles. Exposure to UV radiation accelerates the normal ageing process of the skin and also damages the genetic structure of skin cells, which contributes to the development of skin cancer. Cigarette smoking can have the same effect. Experts believe that "90-95% of all skin damage including wrinkles and skin cancers comes from exposure to the sun." And this is more than just a cosmetic issue. One in 5 Americans will develop skin cancer in their lifetime and this year alone more than 1 million new cases of skin cancer will be diagnosed. Every 60 minutes one person dies of melanoma (the deadliest form of skin cancer) in the United States.

### What You Can Do

Most experts now believe that up to 70% of all health problems stem from lifestyle choices. Your skin, as an outer reflection of your inner health, also is responsive to these lifestyle choices. Therefore, the simplest and easiest way to keep your skin healthy and younger looking may just be to fight back with: a diet rich in antioxidant foods (highly colored fruits and vegetables), regular physical activity, getting plenty of sleep, drink plenty of water, don't smoke and follow these 5 basics of skin care everyday: cleanse, shave, moisturize repair and protect.

### Anti-Ageing Ingredients

#### Sun Protection Ingredients

UV Radiation consists of two types of harmful rays – Short Wave Radiation (UVB rays) are the primary cause of sunburn and skin cancer. Long Wave Radiation (UVA rays) penetrate deeper into the skin and are most responsible for premature skin ageing including wrinkles. Consumers need to know that SPF measures only the length of time a product protects against UVB rays. And buying a product with greater than SPF 15 provides very little additional protection.

While there are several ingredients that protect against UVB rays only a few ingredients can give full protection against UVA radiation. BodyTools 3 great moisturizers: our oil free, fragrance free Face Guard, After Shave Repair and Protect and Citrus Body Armor are all formulated at the SPF 15 level and contain Butyl Methoxydibenzoylmethane (also known as Avobenzone or Parsol 1789™) to provide complete protection from both UVA and UVB rays to maximally protect against the harmful skin cancer and wrinkle causing rays of the sun.

#### Salicylic Acid

Salicylic acid (also known as beta hydroxy acid [BHA]) works similarly to (AHA's) but BHA is better for those dealing with blackheads and acne. A well-formulated BHA product will: **A)** exfoliate the surface of skin (like AHA's), **B)** can penetrate through the oil in the pore and exfoliate the lining of the pore,  
*continued*

unclogging debris that can lead to blemishes, **C)** has anti-bacterial properties so it kills acne-causing bacteria, and **D)** BHA has anti-inflammatory properties so it helps the skin heal and repair itself. Ongoing use of a salicylic acid exfoliant will improve skin's appearance in numerous ways, whether blemishes are present or not. In terms of wrinkle reduction, salicylic acid can increase collagen production, smooth superficial lines, reduce redness, and diminish sun-induced discolorations.

#### BodyTools Anti-Oxidant Power Blend™

Research now suggests that antioxidants Applied topically can help protect from sun damage. Antioxidants don't replace sunscreens, but it appears that vitamin C helps boost the effectiveness of active sunscreen ingredients against UVA radiation while vitamin E boosts the effectiveness of UVB protection in sunscreens.. Vitamin A (in the form of retinyl palmitate) has also shown photo protective effects when used topically. Cell damage from free radicals is responsible for most of the effects we call ageing. Antioxidants, produced by the body and reinforced from anti-oxidant foods, also protect the cells from this damage by seeking out and neutralizing these free radicals. Several studies have now shown that anti-oxidant nutrients when applied directly to the skin can be of some benefit in reducing this cellular free radical damage but need to be at concentrations that are much higher than what are usually available in most over the counter skin care products. BodyTools exclusive ANTI-OXIDANT POWER-BLEND™, is a high concentration formula of Vitamins E and C, Retinyl Palmitate and Alpha Lipoic Acid that helps boost protection from damaging UVA and UVB rays and are in concentrations that can actually make a difference in giving protection from free radical damage.

#### Tea Tree Oil

Tea Tree Oil is extracted from the cells of the leaves of the Tea Tree (melaleuca alternifolia) indigenous to Australia. It yields a 100% natural oil which has many applications including helping fight: Infections, minor burns, cuts, sore throats, ingrown or infected toenails, sunburn, tinea, ulcers, golden staph, cold sores, pimples, and acne. Most of the research done on the effectiveness of tea tree oil has been done with concentrations much stronger than is generally found in over the counter skin care products. In BodyTools After Shave Repair and Protect a 3.0% concentration is used, which is significantly higher than found in most other products.

#### Acetylsalicylic Acid (Aspirin)

To take care of their skin all men need a gentle, water-soluble cleanser; a gentle shaving product, followed by a gentle, non-irritating after-shave or an alcohol-free topical anti-inflammatory product. An ideal aftershave product for men is an aspirin-based topical product that uses additional potent anti-irritants. Acetylsalicylic Acid (Aspirin) used in BodyTools After Shave Repair and Protect, is a very effective anti-inflammatory agent for irritated skin that can alleviate the redness and razor bumps/burn many men experience while shaving.

**Know the Facts  
Fight Back With BodyTools**

[labodytools.com](http://labodytools.com)

BodyTools   
BLUE PRINTS



Anti Ageing/  
Anti Wrinkles

# blue print

FOR ANTI-AGEING/  
ANTI-WRINKLES

## Daily Regimen

BodyTools Face and Body Wash  
Twice Per Day

BodyTools Shave Cream  
Once Per Day

BodyTools Skin Recovery Toner  
1-2 Times Per Day

BodyTools Citrus Body Armor  
1-2-3 Times Per Day

Or

BodyTools Face Guard  
1-2-3 Times Per Day

Or

BodyTools Repair and Protect  
1-2-3 Times Per Day

## Regular to Occasional Use

BodyTools BHA Deep Cleansing Lotion  
Daily to 1-2 times per week

## Daily Regimen

### BodyTools Face and Body Wash Twice Per Day

8 oz black bottle, 16 oz pump bottle

- A gentle, water soluble face and body wash
- The combination of natural oils of Macadamia Nut, Jojoba, and Kukui Nut to soothe the skin
- With Vitamin's A and E to fight free radical damage

### BodyTools Shave Cream Once Per Day

4 oz black tube, 6 oz jar, 16 oz pump bottle

- Gentle, water-soluble cleansers
- Glycerin, Lanolin, and Natural Oils moisten the skin and beard, reducing friction and irritation giving you a close shave
- Tea Tree Oil and Aloe soothe and heal your skin

### BodyTools Skin Recovery Toner 1-2 Times Per Day

4 oz soft touch bottle

- Glycerin to help maintain the skin's natural balance
- Allantoin for its anti-irritant properties

### BodyTools Citrus Body Armor 1-2-3 Times Per Day

8 oz black bottle

- BodyTools exclusive Anti-Oxidant PowerBlend™, a high concentration of Vitamins E and C, Retinyl Palmitate and Alpha Lipoic Acid that gives maximum protection from free radical damage
- SPF 15 Formula for UVB protection with Avobenzone (Butyl Methoxydibenzoylmethane) for UVA protection. Prevents wrinkles, skin ageing, and skin cancers
- Our richest, creamiest lotion with a combination of natural oils of Macadamia Nut, Jojoba and Kukui Nut

Or

### BodyTools SPF 15 Face Guard After Shave 1-2-3 Times Per Day

4 oz black tube

- An oil free, fragrance free, water resistant moisturizer.
- BodyTools exclusive Anti-Oxidant PowerBlend™, a high concentration of Vitamins E and C, Retinyl Palmitate and Alpha Lipoic Acid that gives maximum protection from free radical damage
- SPF 15 formula for UVB protection with Avobenzone (Butyl Methoxydibenzoylmethane) for UVA protection. Prevents wrinkles, skin ageing and skin cancers

Or

### BodyTools SPF 15 After Shave Repair and Protect- 1-2-3 Times Per Day

4 oz black tube, 16 oz pump bottle

- A great moisturizer. Contains anti-inflammatory stabilized aspirin (Acetylsalicylic Acid) for alleviating redness, razor bumps and burn
- BodyTools exclusive Anti-Oxidant PowerBlend™, a high concentration of Vitamins E and C, Retinyl Palmitate and Alpha Lipoic Acid that gives maximum protection from free radical damage
- A high concentration of Tea Tree Oil (3%) helps prevent Acne
- SPF 15 Formula for UVB protection with Avobenzone (Butyl Methoxydibenzoylmethane) for UVA protection. Prevents wrinkles, skin ageing and skin cancer

## Regular to Occasional Use

### BodyTools BHA Deep Cleansing Lotion Daily at Night or 1-2 Times Per Week

8 oz black bottle

- Exfoliates the skin's surface and inside the pore lining where clogged pores occur
- 2% Salicylic Acid -ph 3.4
- Chamomile as an anti-irritant anti-inflammatory
- Green Tea extracts