

# Retinol

## ANTI AGING MOISTURIZER

### WHAT IS IT?

beU Retinol Anti Aging Moisturizer is a PH balanced cream with active ingredients and oils from natural sources. When applied as part of your daily skin care regimen, this enriched beauty cream works all day long to visibly help diminish the appearance of wrinkles and fine lines, and to smooth and soften the skin.

### FEATURES & BENEFITS:

Your skin will feel softer and smoother, by accelerating revitalization and stimulating the collagen in your skin, retinyl palmitate reduces the appearance of wrinkles and fine lines with continued use. You will love this gentle, very effective beU Retinol Anti Aging Cream.

### WHAT DOES IT DO?

Diminish the appearance of fine lines, wrinkles, aids revitalization and collagen for firmer, younger looking skin.



### KEY INGREDIENTS



**Aloe Vera** – for soothing hydration. Aloe Vera extract has antibacterial activity and is known for its soothing powers.

**Vitamin E** – Is an anti-oxidant that assists in maintaining cell integrity, and helps skin retain moisture.



**Apricot Kernel Oil** – nourishes deeply into the skin, and contains gamma linolenic acid to help firm and tone skin.

With its pleasant nutty like odour Apricot kernel oil is a popular carrier oil rich in essential fatty acids and vitamins. Apricot oil delivers softening properties beneficial for skin conditions



**Manuka Honey** – contains extraordinary properties that help retain skins moisture. Honey's natural antioxidant and antimicrobial properties help to protect the skin while supporting the skin's revitalization and refresh depleted skin. Our Organic Manuka Honey is harvested in the South Island of New Zealand.

**Rose geranium** – helps soften and hydrate. A wonderful oil for the skin, Rose Geranium's balancing effect makes it suitable for dry, oily or combination skin.

**A Retinol Palmitate** – is an ingredient that will help improve skin tone. This ingredient helps thicken skin, which gives your skin added resiliency and a smoother look. Retinyl Palmitate is a pure form of vitamin A, which helps the skin's ability to produce collagen. It is an antioxidant that helps reduce signs of aging while reinforcing the skin's protection against environmental damage.

**Mandarin Oil** – Mandarin essential oil is very mild and known for many amazing properties. For instance, mandarin essential oil is useful in helping to reduce the contributing factors leading to acne, brighten the skin, reduce oily skin, diminish the appearance of scars and age spots and minimize the appearance of the effects of stress and wrinkles.

**Avocado Oil** – rich in fatty acids and an excellent source of moisture for the skin.

Avocado Oil is a premium, extra virgin oil, cold-pressed from the flesh of ripe avocados. Rich in both oleic acid (Omega 9 fatty acid) and plant sterols, avocado oil is a lightweight, skin-friendly oil that adds moisture, antioxidants and other vital nutrients that have the potential to leave skin looking and feeling more youthful and vibrant.

### DID YOU KNOW?

Retinol is a form of vitamin A, and is a pure form of the vitamin found in green and yellow vegetables, egg yolks, whole milk, beef, chicken, and fish-liver oil. It's essential to vision and bone development and plays a role in vision health.

Topically, Retinol is also hugely popular in skin care products because the skin naturally converts it to retinoic acid, which helps to stimulate collagen production, increase the skin's revitalization, and decrease pore size, creating softer, smoother skin.

Retinyl palmitate is considered to be a gentler, milder form of vitamin A. A combination of retinol and palmitic acid has been found in studies to be an effective antioxidant. The skin must first convert it to retinol, then retinoic acid, for it to have the same anti-aging effects, so higher concentrations are used to stimulate skin repair.

### HOW DO I USE IT?



#### For Daytime

After cleansing with beU Manuka Cream Cleanser, and Jojoba Anti Aging Serum (leaving to absorb). Apply this fantastic cream to the face and throat paying attention to fine lines and wrinkles. With active ingredients to reduce the visible signs of aging, and assist in the cellular renewal.

Allow to absorb then follow with makeup.



#### For Night-time

After cleansing with beU Manuka Cream Cleanser, and Jojoba Anti Aging Serum (leaving to absorb).

The active ingredients in this moisturizer work while you sleep, during your body's natural replenish and renew cycle, to help reduce the appearance of fine lines and wrinkles.

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beU