



## Beautify® DermaSmooth™ Cleanser - 4 oz. - \$42.00

|  |           |   |
|--|-----------|---|
| <b># of Total Ingredients:</b>           | <b>24</b> | <b>First Active Ingredient Position: #2 out of 25</b>   |
| <b># of Dangerous Ingredients:</b>       | <b>0</b>  | ◆ <b>Bolded Ingredient = Natural Ingredient.</b>  |
| <b># of Active Ingredients:</b>          | <b>16</b> | ◆ 'Not Bolded' Ingredient = Synthetic Ingredient.   |
| <b># of Synthetic Ingredients:</b>       | <b>2</b>  | ◆ <b>Highlighted Teal Green Ingredient = Active Ingredient; means it has a positive impact on skin improvement.</b> |
| <b># of Natural Ingredients:</b>         | <b>22</b> | ◆ <b>Highlighted Red Ingredient = Dangerous or Harmful.</b>   |
| <b># of Item of Concern Ingredients:</b> | <b>0</b>  | ◆ <b>Highlighted Yellow Ingredient = Item of Concern.</b>   |

**Ingredients:** Aqua Distillata (Purified Water), **Sodium Methyl Cocoyl Taurate**, Cocamidopropyl Hydroxysultaine, Disodium Laureth Sulfosuccinate, **Glyceryl Laurate**, Potassium Sorbate, Allantoin, **Tocopheryl (Vitamin E) Acetate**, **Retinyl (Vitamin A) Palmitate**, **Cymbopogon Schoenanthus (Lemongrass) Extract**, **Chamomilla Recutita (Matricaria) Extract (Chamomile)**, **Equisetum Arvense (Horsetail) Extract**, **Carica Papaya Extract**, **Panthenol (Pro-Vitamin B5)**, **Haematococcus Pluvialis (Astaxanthin) Extract**, **Pinus Pinaster (Pycnogenol) Bark Extract**, **Dimethylaminoethanol (DMAE)**, **Alpha-Lipoic Acid (ALA)**, **Ascorbyl Palmitate (C-Ester)**, Polysorbate 20, Phenoxyethanol, Ethylhexylglycerin, **Fragrance**

### PROS:

- 15 Active Ingredients designed to properly clean skin, while rejuvenating skin & reducing fine lines & wrinkles.
- Astaxanthin®:** The Most Potent Antioxidant Discovered. 500 times more powerful than Vitamin E in neutralizing Free Radicals. 1000 times more effective than both Beta-Carotene (Vitamin A) and Lutein.
- Pycnogenol®:** Clinically proven to plump wrinkles by growing Collagen and increase skin hydration, higher elasticity and overall smoother skin appearance. Clinically-proven to be 50 times more powerful than and 20 times more effective than Vitamin C in neutralizing Free Radicals that causes damage to the skin.
- Vitamin E:** Excellent Anti-Oxidant improves skin hydration creating soft, healthy skin. Helps lighten brown age spots.
- Retinol (Vitamin A):** A "Skin Vitamin" best known for its cellular renewal properties to slow & reduce the look of aging.
- Pro-Vitamin B5:** Delivers essential moisture that helps hydrate & soothe skin. It attracts & locks in moisture. It helps protect skin as well as support healthy Collagen & Elastin. It improves skin softness and elasticity. This skin-conditioning Vitamin has also been shown to help regenerate healthy skin & reduce inflammation.
- Alpha-Lipoic Acid (ALA):** Miracle in a Jar Anti-Oxidant clinically proven to reduce signs of photo-aging.
- C-Ester® Vitamin C:** Incredible skin firming Anti-Oxidant. This special form of Vitamin C protects the water-soluble structures of the skin from Free Radical damage. It stimulates Collagen growth to maintain and improve skin tone, firmness, flexibility, and elasticity.
- DMAE:** An Anti-Oxidant skin stabilizer. It helps firm, tighten, smooth and brighten skin. It also enhances the effects of other Anti-Oxidants like Alpha-Lipoic Acid (ALA) & Vitamin C-Ester.
- Lemongrass:** This natural herb strengthens skin cells and connective tissue. It acts as a muscle and tissue toner. Its astringent quality helps to close pores and tighten the skin making it look and feel younger.
- Chamomile:** Calms and improves skin texture & elasticity and reduces signs of photo-damage. Its anti-inflammatory properties make it ideal for Rosacea.
- Horsetail:** Promotes Collagen formation, strengthening skin. Astringent properties help shrink pores and tone skin, Improves skin texture with a moisturizing effect. Helps restore skin elasticity. Antioxidant activity protects from Free Radical damage.
- Papaya:** Leading natural whitening skin ingredient – Brightens & keeps skin even-toned. It naturally exfoliates pigmented skin by Natural enzymes. Antioxidants in papaya help lighten of sun spots.
- Sodium Methyl Cocoyl Taurate:** The 2nd Ingredient is a Natural, gentle, mild cleansing agent derived from coconut and salt. Excellent for unneeded skin oil & dirt. Boosts foam. Helps condition skin. Ideal replacement for dangerous SLS (sodium lauryl sulfate).

## Beautify® DermaSmooth Cleanser - (Continued)

**CONS:** None

**ITEMS OF CONCERN:** None

**SUMMARY:** Contains the same fine ingredients to effectively & gently cleanse skin, including Super-Anti-Oxidants; Astaxanthin & Pycnogenol. It contains 15 Active Ingredients designed to rejuvenate skin & reduce fine lines & wrinkles. Other cleansers typically do not contain such fine ingredients. It was formulated to synergistically work with both the DermaSmooth Serum & Moisturizer to produce even better results.

**DermaSmooth Cleanser Directions:** Gently squeeze a small amount into the palm of your hand, add luke-warm water to lather. Swirl over a lightly damp face in an upward circular motion for 30-60 seconds, staying clear of eyes. Rinse thoroughly and gently pat dry. Use both morning & evening. Follow with appropriate Beautify product(s).

**A note about two Beautify ingredients; Phenoxethanol & Ethylhexylglycerin.** Some Beautify products contain a very small percentage of these two synthetic preservatives. These two ingredients are used instead of using Parabens, which are known to be dangerous Endocrine Disruptors. If Phenoxethanol & Ethylhexylglycerin are not refined, they can contain some dangerous sub-ingredients, such as; 1,4 Dioxane, which is a proven Carcinogen. **Both the Phenoxethanol & Ethylhexylglycerin in Beautify Skin Care products are ultra-refined, and have been third-party lab tested to show they do not contain any dangerous ingredients.** Most skin care lines do not refine or test these two ingredients.

Phenoxyethanol is chemical found in Green tea. Although synthetically created in a lab, it approved world-wide & does not release formaldehyde. Further studies and accumulated safety data have shown that it is practically non-toxic via skin application.

Ethylhexylglycerin is derived from Coconut & Natural grains, however it is synthetically altered for skin care products. Ethylhexylglycerin is used in bath products, body & hand products, cleansing products, deodorants, eye makeup, foundations, hair care products & suntan products

## Beautify® is One of the Finest Natural Skin Care Line Creating Better, Healthier & More Youthful Looking Skin!

- **Professional Grade:** A Higher Potency for Better Results, Yet Safe & Gentle.
- **The Finest Super Anti-Oxidants:** The #1 Cause of Skin Issues are Free Radicals. Anti-Oxidants are the Only Known Thing to Stop Free Radicals. **Better Quality = Better Results!**
- **The Finest Super-Peptides:** 75% of the Skin is Comprised of Collagen. You Lose 1% of Your Collagen Starting at Age 25. **Peptides Grow Collagen.**
- **Natural & Pure:** Skin Responds Better to Natural Ingredients than Synthetic!
- **No Dangerous Ingredients:** **STOP** Applying Harmful Ingredients! *Nearly 80% of All Skin Care Lines contain either Carcinogens, Endocrine Disruptors and/or Free Radical Causing Ingredients! Why Take the Risk?*
- **Produces Results:** Clinically-Proven Ingredients = Better Complexion & Total Skin Rejuvenation
- **Beautify® Delays & Even Reverses Signs of Aging:** When You Look Better...You Feel Better!

Beautify® Skin Care is the Answer to **All Your Skin Needs!**