

**Foaming Facial Cleanser – Vanilla Zen (75ml):** Water, Decyl Glucoside, Aloe Barbadensis Leaf Gel, Glycerin, Panthenol, Parfum\*, Glyceryl Stearate Citrate, Glucose & Glucose Oxidase & Lactoperoxidase, Citric Acid & Silver Citrate, Tocopherol, Melaleuca Alternifolia (Tea Tree) Leaf Oil. \*Parfum = natural essential oils only \*\*Subtle variations in color reflect the use of pure, natural essential oils \*\*\* This product contains silver and/or its salts. Avoid contact with broken or abraded skin.

**Balancing Toner – Active Hyaluronic Acid – Vanilla Zen (110ml):** Water, Aloe Barbadensis Leaf Gel, Hamamelis Virginiana (Witch Hazel) Water, Polysorbate 20, Glycerin, Water & Vitis Vinifera (Grape) Fruit Extract & Actinidia Chinensis (Kiwi) Fruit Extract & Honey Extract, Panthenol, Parfum\*, Glucose & Glucose Oxidase & Lactoperoxidase, Citric Acid & Silver Citrate, Tocopherol, Sodium Hyaluronate, Melaleuca Alternifolia (Tea Tree) Leaf Oil. \*Parfum = natural essential oils only \*\*Subtle variations in color reflect the use of pure, natural essential oils \*\*\* This product contains silver and/or its salts. Avoid contact with broken or abraded skin.

**Hyaluronic Acid Absolute Hydration Day Cream – Vanilla Zen (50ml):** Water, Aloe Barbadensis Leaf Gel, Beta Glucan, Glycerin & Water & Buddleja Davidii Extract & Thymus Vulgaris (Thyme) Flower/Leaf Extract, Niacinamide, Caprylic/Capric Triglyceride, Glyceryl Oleate Citrate, Glyceryl Stearate Citrate, Isopropyl Palmitate, N-Acetyl-D-Glucosamine, Squalene, Cetyl Alcohol, Stearyl Alcohol, Glycerin & Water & Punica Granatum Extract, Glycyrrhiza Glabra (Licorice) Root Extract, Panthenol, Parfum\*, Punica Granatum Oil, Simmondsia Chinensis (Jojoba) Seed Oil, Vitis Vinifera (Grape) Seed Oil, Dimethyl Sulfone, Glucose & Glucose Oxidase & Lactoperoxidase, Xanthan Gum, Citric Acid & Silver Citrate, Sodium Hydroxymethylglycinate, Tocopherol, Melaleuca Alternifolia (Tea Tree) Leaf Oil, Sodium Hyaluronate. \*Parfum = natural essential oils only. \*\*Beta Glucan is derived from Oat and is Certified Gluten Free. \*\*\*This product contains silver and / or its salts. Avoid contact with broken or abraded skin.

**Hyaluronic Acid Revitalizing Night Cream – Vanilla Zen (50ml):** Water, Beta Glucan, Aloe Barbadensis Leaf Gel, Glyceryl Stearate Citrate, Glycol Stearate, Caprylic/Capric Triglyceride, Cetyl Alcohol, Isopropyl Palmitate, Squalene, Parfum\*, Glycerin & Water & Punica Granatum Extract, Panthenol, Punica Granatum Oil, Simmondsia Chinensis (Jojoba) Seed Oil, Stearyl Alcohol, Vitis Vinifera (Grape) Seed Oil, Dimethyl Sulfone, Glucose & Glucose Oxidase & Lactoperoxidase, Xanthan Gum, Citric Acid & Silver Citrate, Sodium Hydroxymethylglycinate, Tocopherol, Melaleuca Alternifolia (Tea Tree) Leaf Oil, Sodium Hyaluronate. \*Parfum = natural essential oils only. \*\*Beta Glucan is derived from Oat and is Certified Gluten Free. \*\*\*This product contains silver and/or its salts. Avoid contact with broken or abraded skin.

**Hyaluronic Acid Illuminating Eye & Neck Serum (30ml):** Water, Aloe Barbadensis Leaf Gel, Beta Glucan, Niacinamide, Squalene, Glyceryl Stearate Citrate, Caprylic/Capric Triglyceride, Glyceryl Oleate Citrate, Isopropyl Palmitate, Cetyl Alcohol, Camellia Sinensis (Green Tea) Extract, Glycerin & Water & Camellia Sinensis (White Tea) Extract, Glycerin & Water & Punica Granatum Extract, Glycyrrhiza Glabra (Licorice) Root Extract, L-Carnosine, N-Acetyl-D-Glucosamine, Parfum\*, Punica Granatum Oil, Vitis Vinifera (Grapeseed) Oil, Simmondsia Chinensis (Jojoba) Seed Oil, Glycerin & Water & Arnica Montana Flower Extract, Stearyl Alcohol, Panthenol, Glucose & Glucose Oxidase & Lactoperoxidase, Olive Leaf Extract & Water, Dimethyl Sulfone, Citric Acid & Silver Citrate, Sodium Hydroxymethylglycinate, Tocopherol, Xanthan Gum, Melaleuca Alternifolia (Tea Tree) Leaf Oil, Sodium Hyaluronate. \*Parfum = Natural Essential Oils & Flavor only. \*\*Beta Glucan is derived from Oat and is Certified Gluten Free. \*\*\* This product contains silver and/or its salts. Avoid contact with broken or abraded skin.

**Newco Natural Body Care**  
402, 5723-10th Street N.E. Calgary, AB T2E 8W7  
Ph: 1-800-726-4155 Fax: 1-888-295-9566  
www.organicteatreeoil.com / newcotree@telus.net



## Newco Natural Body Care

### Vanilla Zen

#### Hyaluronic Acid and Beta Glucan Series



### Vanilla Zen Hyaluronic Acid and Beta Glucan Series

- Step One: Foaming Facial Cleanser  
Step Two: Balancing Toner  
Step Three (AM): Absolute Hydration Day Cream  
Step Three (PM): Revitalizing Night Cream  
Step Four (PM): Illuminating Eye & Neck Serum



Skin Type: Normal to Dry & Sensitive

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**Step One: Foaming Facial Cleanser** - In an innovative, patented foaming pump bottle, this cleanser is very mild and non-irritating. It gently takes away dirt and oil without stripping the skin of moisture and is lightly scented with our unique "Vanilla Zen" natural fragrance. This distinctive formula combines Aloe Vera Gel and Glycerin for moisturizing and can be used by all skin types. Best used morning and evening followed by Newco's Balancing Toner and one of Newco's moisturizing creams.

**Step Two: Balancing Toner** - This toner is specially formulated to gently exfoliate with 3.5% fruit acids and is non-drying at less than 1.3% alcohol. Witch Hazel provides the astringent to effectively tone and gently tighten the skin and to help close the pores after cleansing. The key to this toner is the addition of Active Hyaluronic Acid (H.A.) to hydrate the skin. Using a toner is important after cleansing to remove any residual traces of dirt and oil and to help prepare the skin to receive a moisturizer.

Toners are often a misunderstood product. A common misconception is that they contain high levels of alcohol which can dry out the skin and help those with oily skin and acne. What this can do though is create a situation where the oil glands are negatively stimulated to over produce oil in an attempt to create a balance in the skin. A balanced toner will not only remove any residual dirt or oil which was not removed during cleansing, but to also gently firm and tighten the skin which will help to close the pores after they have been cleansed. This is a very important step as it helps prepare the skin to receive the moisturizer and leaves it in the ideal condition for the active ingredients to be absorbed and take effect.

**Step Three (AM): Absolute Hydration Day Cream** – This new day cream features a number of unique ingredients that when combined, create a synergistic blend that will hydrate, smooth, firm and tone the skin, prevent damage caused by dryness and reduce the appearance of age spots. This distinctive new formula contains Hyaluronic Acid, N-Acetyl-Glucosamine and Niacinamide, Beta Glucan, Pomegranate Seed Extract and Oil, as well as Buddleja Davidii and Thymus Vulgaris Extracts.

Hyaluronic Acid (Sodium Hyaluronate) is a component of connective tissue and it helps cushion and lubricate. It's a strong antioxidant and has been found to be beneficial for a variety of different conditions including osteo arthritis and joint repair. It is used extensively in cosmetic surgery under the name of Restylane® and it is an injectable treatment for lines and wrinkles. It can also be applied topically which is less invasive and not as costly. It has the amazing ability to retain up to 1000 times its weight in water and has been shown to be beneficial in skin and wound repair and controlling tissue hydration. It helps bind moisture to the skin which leaves it smooth, pliable and vibrant. It absorbs very well and can help deliver other active ingredients into the skin as well.

Hyaluronic Acid is naturally occurring in the body, but production declines as we age. Certain nutritional deficiencies and environmental stresses, such as cigarette smoke, may also play a role in degrading the Hyaluronic Acid levels in the skin which can lead to dryness and the formation of fine lines and wrinkles. Hyaluronic Acid has a very short life span in the skin and needs to be replenished daily for optimal effect. Newco's **Absolute Hydration Day Cream** not only supplies pure Hyaluronic Acid but also stimulates the body's own production of it with N-Acetyl-Glucosamine and Niacinamide .

N-Acetyl-Glucosamine and Niacinamide have recently become more prominent in facial care products. Topical application of N-Acetyl-Glucosamine has been shown to be effective in reducing facial hyperpigmentation (it inhibits activation of the enzyme tyrosinase; which helps catalyze melanin production that can lead to age spots and hyperpigmentation) and when combined with Niacinamide, the results were even stronger. The combination was also shown to stimulate production of Hyaluronic Acid in the skin (tested in vitro human skin cell cultures as well as a clinical facial trial). There was an increased level of collagen expression which resulted in improved hydration and a reduced appearance of facial fine lines and wrinkles, particularly around the eye. Niacinamide on its own was found to increase free fatty acid levels in the outermost layer of the skin and decrease transepidermal water loss in dry skin. It is beneficial for improving the skin's surface structure, elasticity and smoothing out wrinkles.

Beta Glucan is a soluble fiber found in the cell walls of oat kernels. It is certified gluten-free and has been shown to stimulate collagen synthesis, promote cell renewal and act as a natural moisture barrier for the skin. It is effective at reducing the extrinsic signs of aging and after eight weeks in a clinical trial, showed a significant reduction of wrinkle depth, height and overall roughness. It is an excellent moisturizer and helps deliver other active ingredients into the skin. Newco uses certified 100% Bio-Available Oat Beta Glucan.

Pomegranate Seed Oil and Extracts (Punica Granatum Oil / Glycerin & Water & Punica Granatum Extract) are a source of essential fatty acids as well as Vitamins A, C & E and are strong antioxidants. They have been shown to help with the extrinsic signs of aging, skin repair and wound healing and may even have possible skin cancer protective qualities, according to clinical studies from the United States

Buddleja Davidii (Butterfly Bush) and Thymus Vulgaris (Thyme) Extracts are from Switzerland and are rich in active compounds such as flavonoids, Phenolic Acid, Rosmarinic Acid and Thymol. The combination has been shown to be protective against ozone, have good antioxidant properties and be moisturizing to the skin. Produced with Swiss mountain water, these extracts will help nourish and bring radiance and vitality to the skin. This blend is available only in the Day Cream to help protect the skin from the environmental stresses it is exposed to on a daily basis.

**Step Three (PM): Revitalizing Night Cream** - In this new night cream formula, we have taken specific aspects of the day cream and increased the concentrations for a more intensified, richer experience. This blend of ingredients includes Hyaluronic Acid, Pomegranate Seed Oil & Extract as well as twice the amount of Beta Glucan as the Absolute Hydration Day Cream.

The amount of Beta Glucan was significantly increased in the night cream formula to match a clinically studied level. In this research study, after eight weeks of twice daily application, skin elasticity was measured. The results showed over 20% reduction in deep wrinkles, over 10% reduction in all wrinkles, and over 5% reduction in skin roughness compared to a placebo. Beta Glucan has also been shown to promote skin healing and helps reduce scar discoloration. Newco uses Beta Glucan from a leading Alberta company.

Both the Absolute Hydration Day Cream and Revitalizing Night Cream also share other key ingredients such as Squalene, MSM (Dimethyl Sulfone), Jojoba Seed Oil (Simmondsia Chinensis (Jojoba) Seed Oil) and Grapeseed Oil (Vitis Vinifera (Grape) Seed Oil) to help condition the skin as well as our signature "Vanilla Zen" fragrance created from natural ingredients only.

**Step Four (PM): Illuminating Eye & Neck Serum** - This intense night time serum contains powerful antioxidants that will fight inflammation, help reduce the appearance of wrinkles and the visible signs of aging and can help prevent future damage. It will also help hyperpigmentation (age spots, skin discoloration, etc.), skin hydration and will stimulate collagen production and prevent collagen breakdown.

Carnosine is a potent antioxidant and free radical quencher that can help rejuvenate and extend the life of skin cells. As cells age and get closer to the end of their life cycle, they often become an irregular shape and color and lose their ability to structure themselves properly which can lead to the formation of wrinkles. Carnosine can enhance their structure and ability to divide also helps improve the elasticity of the skin and fight inflammation. Newco is one of the few companies using this remarkable ingredient in skin care!

N-Acetyl Glucosamine, Niacinamide, Beta Glucan, Olive Leaf Extract and Licorice Extract have all been shown to reduce skin discoloration and hyperpigmentation. Olive Leaf Extract has also been shown to have antioxidant properties and will help reduce skin damage caused by pollution. It has also been successfully tested for the prevention of photodamage on the skin and helps with skin hydration.

Other ingredients in this formula include Arnica Extract to help with circulation and swelling of the tissues around the eyes, Hyaluronic Acid, Green & White Tea Extracts for extra antioxidant protection and Squalene.

