



Younger and firmer Faces for us all

Janine Durrant - Blue Diamond Director

Your ageing has a lot to do with your genes, your environment, your lifestyle and mostly your body's ability to repair and rejuvenate. Signs of ageing usually become visible when our skin loses its elasticity and firmness of younger years.

Some family lines simply have more of the ageing factor than others. Environmental factors like pollution and sun damage have a detrimental effect on our health specifically of our facial skins. A lifestyle of too much alcohol, smoking and poor diet greatly affects the body's ability to bounce back and continue functioning at optimum levels.

Ageing can occur prematurely due to a sudden or prolonged period of stress coupled with an inadequate supply of the much needed nutrients to combat the effect of the stress on our health. Anti oxidants are anti ageing without which the body is unable to protect, repair and rejuvenate the cells which make up our tissue, glands, organs and systems. Protein, a component of each cell, is derived from our diet and manufactured by our bodies.

Collagen is the most abundant protein in our bodies

Tough bundles of collagen support most tissues and give cells structure from the outside, but collagen is also found inside certain cells. Collagen has great strength and is the main component of skin, cartilage, ligaments, tendons and bone. Together with elastin it is responsible for skin strength and elasticity, strengthening of blood vessels and plays a role in tissue development and is present in the cornea lens of the eye! Elastin gives the skin its resilience and the ability to stretch and then snap back into shape, much like a rubberband.

Tissues rich in Elastin include the aorta and major cardiovascular vessels, lung tissue, elastic ligaments, tendons and skin. While Elastin fibers give the skin its elasticity Collagen bundles support the epidermis layer and prevent it from

collapsing on the bones and muscles. Collagen and Elastin skin proteins are water binding and thus help keep the skin soft, supple and moisturized. They are present in the dermis layer of the skin right where skin is being produced and repaired! Collagen and Elastin work in synergy with one another and as levels deplete, the skin becomes thinner and begins to sag. This allows for the appearance of wrinkles and fine facial lines robbing us of our younger firmer looking face.

Firm Up Strengthen Up with AIM Nutritional Supplementation

Stressed use Renewed Balance Cream™, AIMega™ and Composure™

Anti oxidants use Cellstar™, Proancynol™2000 and the Garden Trio

Protein use ProPeas™ and Frame Essentials™

ProPeas™ is a protein package from a healthy vegetable source. It is filling and effective and another way to get the nutrition you need from the AIM products you love!

Frame Essentials™ contains glucosamine which stimulates the production of collagen.

AIMega™ calms the entire body by providing Essential Fats which make about a large portion of the brain and provide the right fuel for energy ensuring healthy skin inside and out!

Renewed Balance Cream™ is a natural progesterone does a myriad of things ensuring the smooth and healthy functioning of many systems especially the hormonal system in managing stress effects.

Composure™ is made up of calming, strengthening and rejuvenating herbal extracts which bring immediate relief to stressed faces. We earn the face we have at 50!