

## ARGAN GOLD 24 K

## FACIAL SERUM OIL



Quickly absorbed, it does not leave stains. Its sebum regulatory action allows its use for both dry or oily skin.

Omega 3,6 and 9 fatty acids help maintain the skin's hydrolipidic layer and its continuous nutrition and regeneration.

Its high content of vitamin E protects the skin from the action of free radicals, preventing aging.

ARGAN GOLD consists of Argan oil, Sacha Inchi oil, Geranium essential oil from Egypt and 25 carat gold.

#### FUNCTIONAL INGREDIENTS DESCRIPTION:

- **100 % Pure Argan Oil:** Ecocert Certificate, extracted from the Argan tree kernel fruit (*Argania Spinosa*) using only mechanical cold pressure, being therefore a pure active ingredient, ecological cosmetic, chemical-free and deodorized.

Argan oil is made up to 80% of essential fatty acids:

- **50% linoleic acid, 15% alpha-linolenic acid, 12% oleic acid:** Biological precursors of intracellular hormones such as prostaglandins (key regulators of different cellular systems, including all membranous exchanges). They stimulate intracellular oxygenation, improving the restoration of the hydro-lipidic film increasing the nutrient content of skin cells and ensuring the necessary skin moisture.
- **1% Arachidonic acid**
- **3% Linolenic acid**
- **5% Tocopherols (Vitamin E).** The main representatives of this class of compounds found in Argan oil are alpha-tocopherol or vitamin E (5%), gamma-tocopherol (83%) and delta-tocopherol (12%) which are natural antioxidants and vitamin precursors.
- **Ferulic acid:** It is the compound found in greater proportion. It promotes blood circulation, thereby increasing the arrival of nutrients. Stimulates intracellular oxygenation, neutralizes free radicals and protects the connective tissues.
- **Phytosterols:** Delta-7-sterols are inhibitors of the 5-alpha-reductase enzyme, which converts testosterone into dihydrotestosterone (DHT), largely responsible for acne and hair loss.

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- **Squalene:** Present in 25% of human lipids, by binding to the cell membrane, helps to eliminate toxins and neutralize free radicals.
- **Lupeol:** has anticancer properties and enhances proliferation of keratinocytes which produce keratin in hair, nails and skin.

All these elements give it high antioxidants, anti-inflammatory, re-structuring, regenerating and anti-aging properties. Restores skin and protects it from oxidation caused by free radicals.

**Mechanism of action:**

Polyunsaturated fatty acids decrease with age causing the skin to become dry and to lose elasticity. These two causes are the major trigger of wrinkles.

Argan oil is composed by 80% of fatty acids, of which 8 are essential fatty acids, which cannot be synthesized by our body itself, including omega-6 fatty acid.

Omega 6 fatty is a polyunsaturated fatty acid (linoleic acid) found in high proportions in argan oil. The skin uses it as a nutrient, reconstituting the hydrolipid layer, increasing hydration and reducing the appearance of wrinkles.

Essential fatty acids fight dryness and lack in elasticity by stimulating intracellular oxygenation, and improving the restoration of the hydrolipidic film by increasing the

nutrient content of skin cells. The skin gains flexibility, hydration and firmness, becoming stronger and younger.

These beneficial effects are enhanced by its high vitamin E content, which thanks to its antioxidant activity, it protects cell membranes from oxidation and loss of its barrier function by neutralizing free radicals, thus slowing down the skin aging process.

Argan Oil is an anti-free radical, preventing skin aging. It also has a sebum regulating action, suitable for oily skin, non-comedogenic, it is quickly absorbed, leaving no greasy aspect and leaving the skin free from shiny patches.

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All these components, gives Argan Oil high **antioxidant, anti-inflammatory, re-structuring, regenerating** and **anti-aging properties**. It restores the skin and protects it from free radicals induced oxidation.

**ESSENTIAL FATTY ACIDS:**

Essential fatty acids are polyunsaturated, "Polyunsaturated Fatty Acids", also known as PUFAs. They are absolutely necessary for our health, and cannot be synthesized by the body.

PUFAs are involved in metabolic processes of great importance, such as control of blood pressure, lowering cholesterol, the regulation of inflammatory processes (are precursors of prostaglandins) and allergic reactions, or the constitution of the phospholipids of cell membranes, among others.

As they're not synthesized by the body, they must be supplied from outside.

The stratum corneum, needs three types of lipids in order to achieve an effective barrier function: Ceramides, Cholesterol and polyunsaturated fatty acids. When these lipids are regularly cohesive between keratinocytes, potentially harmful substances that touch the skin cannot penetrate the skin barrier. On the other hand, when there is a lack of PUFAs, the skin barrier becomes permeable.

Lack of PUFAs has as a direct result, a number of skin problems, such as:

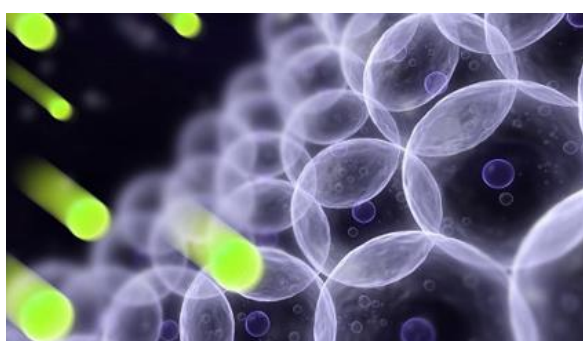
- Dry, tight and uncomfortable skin
- Flaking
- The wounds take longer to heal
- Loss of hydration
- Erratic keratinization process
- Increase of the rate of mitosis (disruption of epidermal layers)
- Tendency to eczema and itching

Argan oil, thanks to its content in poly-unsaturated fatty acids, restores the barrier function of the skin. This regulation helps control TEWL and therefore maintain optimal skin hydration.

Moreover, ARGANOIL PUFAs content, as precursors of prostaglandins, provide skin metabolism regulatory functions:

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- ✓ Decreasing inflammation
- ✓ Keeping skin elasticity
- ✓ Stimulating healing and regeneration
- ✓ Regulating keratinization
- ✓ Decreasing the skin Evaporation Rate
- ✓ Keeping skin hydration

**ANTI-FREE RADICAL ACTION: DNA PROTECTION**

Free radicals are chemical agents endowed with a powerful oxidizing ability. They can have an exogenous (pollution, snuff, etc.) or endogenous origin (stress, cell respiration, etc.).

Under normal conditions, the skin is able to maintain a balance between free radicals (both generated or penetrating from the outside), and our internal enzyme systems that neutralize them, but when an imbalance occurs, whatever their type and origin, the result is what is known as **oxidative stress**, the amount of free radicals produced exceeds the ability of cells to neutralize them, therefore, they begin to accumulate in the medium, attacking tissues and skin cells, causing accelerated aging.

Free radicals attack specially cells membranes, causing their destruction. These membranes are the delicate support of our cells genetic map whose nucleus contains DNA. The integrity of this membranes protects DNA and life of our cells.

**Argan oil acts in two ways to prevent the destruction of DNA:**

On the one hand, essential fatty acids act as reinforcement of the cell membrane. In addition, its composition rich in tocopherols, natural antioxidants, is able to restrain the chain reaction mechanism of formation of free radicals.

Delta-tocopherol, is the isomer of vitamin E with more antiradical activity.

Neither Delta-tocopherol and Gamma-tocopherol may be chemically synthesized and must be extracted from natural products containing them. It is therefore very interesting, the high concentration of both gamma-tocopherol and delta-tocopherol contained in Argan oil.

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Precisely its vitamin E content allows it to be preserved better than other oils.

Argan oil hydrates, oxygenates and regenerates intensely, protecting the skin from external aggressions, such as cold or sunlight. It is especially recommended for atopic, damaged, or sensitive skin as its anti-inflammatory properties soothes irritations and alleviates redness.

Ecocert Certificate, extracted from the Argan tree kernel fruit (*Argania Spinosa*) using only mechanical cold pressure, being therefore a pure active ingredient, ecological cosmetic, chemical-free and deodorized.

It has a light texture, is easily absorbed by the skin, providing smoothness and brightness, and can be used both day and night, at any time.

Moreover, it is non-comedogenic, meaning it will not clog pores, however, its use is recommended for oily and acneic skin given its sebum-regulator, antiseptic and healing activity, resulting advisable therefore even to oily or acneic tendency skins, which facilitates healing and scars regeneration and healthy skin appearance.

- **Inca Omega Oil:** or Sacha Inchi oil, is an active ingredient composed entirely by the seed oil of *Plukenetia Volubilis*, known as Sacha Inchi, an Amazon plant. It is extracted using only cold pressure to maintain all components without degradation. Inca Omega oil contains one of the highest concentrations of polyunsaturated fatty acids among all oilseeds used for human consumption. It reaches an average concentration of 48% content of alpha -linolenic acid (omega 3) and an average of 37% of linoleic acid (omega 6). Additionally, it contains about 8% of oleic acid (omega 9). It is also remarkable its high concentration of tocopherols, with gamma and delta tocopherol content rarely seen in other seeds.

Many scientific studies have shown that polyunsaturated acid Omega 3 is vital in our body in many processes.

- **Egyptian Geranium essential oil:** Egyptian geranium is one of the most prestigious essential oils in the world, with a floral, sweet, intense aroma, similar to that of the rose, is a great physical and emotional balancing.

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Its soft components allow its use on the face as moisturizing, wrinkle prevention treatment, and to clean and cool inflamed skin. It stimulates cell regeneration.

- **24 carat gold (99.99% pure):** Gold revives and restores the epidermis, is an antioxidant by preventing the formation and accumulation of free radicals. Oxygenates and cleans the epidermis concealing enlarged pores, fine lines decreases, increases skin elasticity, minimizes spots, favors brightness, gives vitality and combats dehydration.

Gold micro particles eliminate biological contaminants generated by the body and are encapsulated in cornified skin, or deposited in occluded pores, one of the causes of tired, prematurely aged and dull skin.

The skins that will most benefit are those with signs of skin aging, wrinkles, dryness and intense dull complexion. It penetrates the skin at the surface level and serves as a vehicle for other ingredients and antioxidants cosmetics.