

Hyaluronic Acid
**FOR LIVING
LONGER**

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The Village Of Long Life

Like many of his peers who routinely live into their 90s and longer, Tadanao Takahashi, 93, is in good health. Japanese researchers think this phenomenon may be connected to the local diet. (ABCNEWS.com)

Every morning, Hiroshi Sakamoto wakes up and farms his field, usually for about four or five hours a day.

Sakamoto, who lives in the village of Yuzuri Hara, two hours outside of Tokyo, is 86 years old. But his age by no means makes him the elder statesman of his village, nor is a daily routine like his uncommon among his peers.

More than 10 percent of the population of his village is 85 or older – 10 times the American norm. The residents of Yuzuri Hara are not only living longer, but they are also quite healthy. Rarely do they have any reason to see a doctor, and they are hardly affected by diseases like cancer, diabetes and Alzheimer's. Many have even managed to

keep their skin from showing signs of aging. What makes the residents of Yuzuri Hara even more remarkable is that they are living long, healthy lives – even those who engage in unhealthy activities.

Sakamoto, for example, smokes a pack and a half of cigarettes daily and is still in reasonably good health and physically fit. Tadanao Takahashi, 93, has worked in the sun for 50 years, never once using sun block or skin cream, and yet his skin is soft and smooth.

Some medical researchers believe that Yuzuri Hara, known as "The Village of Long Life," and its residents may hold the key to anti-aging secrets: the local diet that is unique to the village. Unlike other regions of Japan that grow rice, Yuzuri Hara's hilly terrain is better suited to harvesting different carbohydrates that may prove healthier: things like satsumaimo, a type of sweet potato; satoimo, a sticky white potato; konyaku, a gelatinous root vegetable concoction; and imoji, a potato root.



The Secret Ingredient

Dr. Toyosuke Komori, the town doctor who has studied and written books on longevity in Yuzuri Hara, believes these locally grown starches help stimulate the body's natural creation of a substance called hyaluronic acid, or HA, which aging bodies typically lose. This may ward off the aging process by helping the cells of the body thrive and retain moisture, keeping joints lubricated, protecting the retina in eyes and keeping skin smooth and elastic.

"I have never seen anyone suffer from skin cancer here," he says. "I have seen a woman in her 90s with spotless skin."

One of Japan's leading pharmaceutical companies began researching and developing a pill supplement containing hyaluronic acid. The company tested the pills on 1,000 people, and said roughly half reported smoother skin, less fatigue and better eyesight.

In the United States, hyaluronic acid has been used for years in eye surgery as a shock absorber to protect the retina, and has been proven effective in lubricating arthritic joints.

Synvisc, for example, a Food and Drug Administration-approved product used to treat osteoarthritis, works by injecting hyaluronic acid, or Hyaluronan, which acts as a shock absorber and lubricant.

Dr. Irving Raphael, a Syracuse, N.Y., orthopedist who specializes in sports medicine, explains that these injections coat the surface of the joint to decrease friction, which allows the joint to move more smoothly and cuts down pain.

"When I prescribe it," he says, "I simply tell my patients I'm going to give them a lube job."

But, he warns, before prescribing it, he always asks if the patient is allergic to chicken or eggs. That's because HA is extracted from chicken combs. The mohawk crown on a chicken's head is washed, sliced and purified.

HA has been shown to have wound-healing and tissue-reconstruction applications, and some cosmetic companies tout it as an effective ingredient in moisturizers that can soften facial lines, leaving skin elastic and firm. One company even claims it may be the latest development in treating hair loss.

And Komori, 80, who has adopted the local diet of very little meat and a lot of homegrown sticky starches, holds to his theory.

"I feel very strongly that if I had not come here to Yuzuri Hara, I would not have lived this long and healthy a life," he says. "I probably would have died from some adult disease."

Komori also points to statistics that since Western-style processed food infiltrated the village a few years ago, heart disease has doubled. With youngsters being seduced by these products, what the Japanese call an upside-down death pyramid has emerged, in which adults die before their elderly parents.

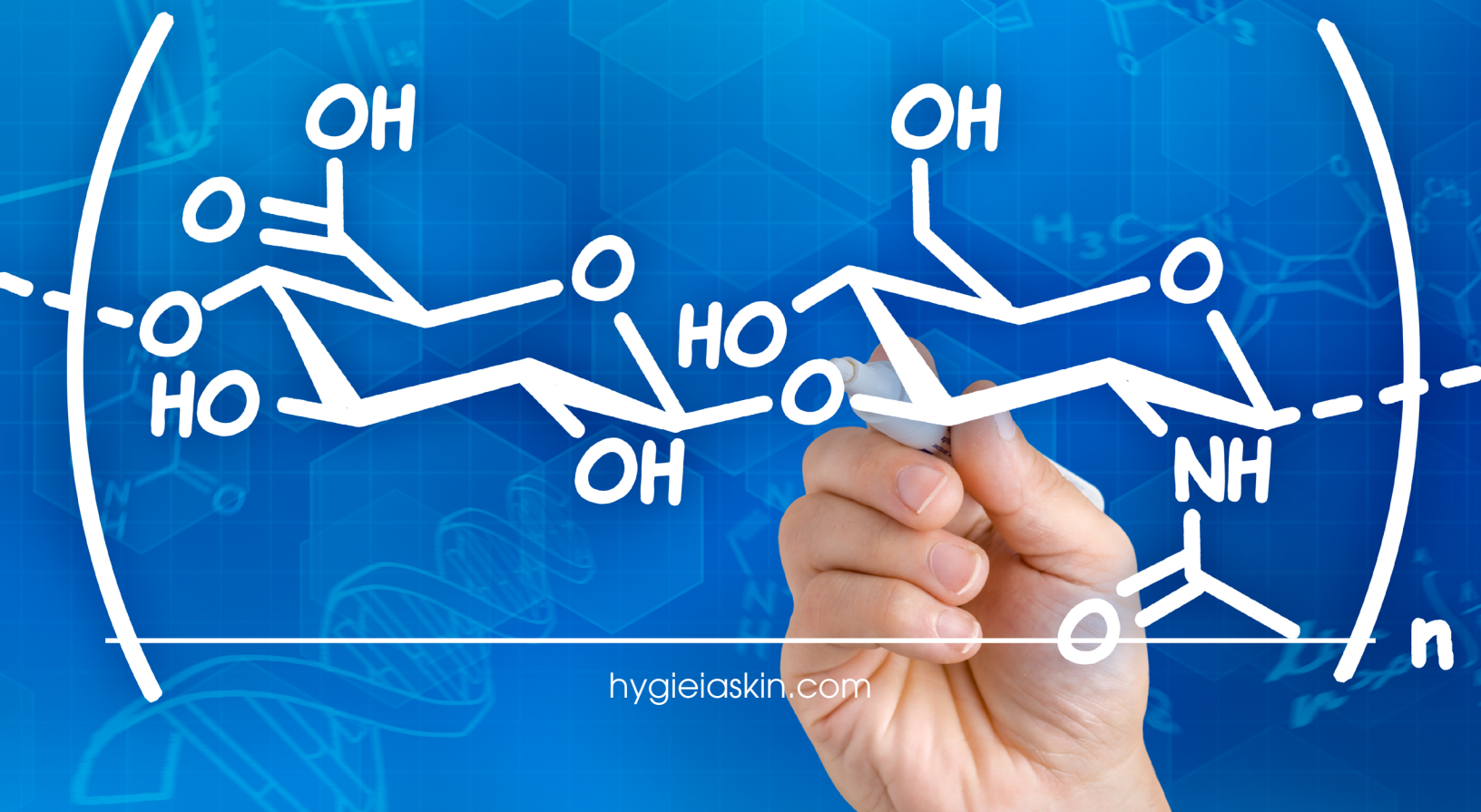
"Although my children ate what I had been eating while they were young and lived here," says a 91-year-old woman who has outlived two of her six children, "when they moved away they chose to eat differently."

What exactly is Hyaluronic Acid

- Hyaluronic acid (HA) is a sugar molecule naturally found in our skin and joints.
- HA helps our skin attract and retain moisture, which can combat signs of aging.
- Topical hyaluronic acid serums have been shown to diminish wrinkles, improve skin elasticity, and boost skin firmness in just two weeks.
- Hyaluronic acid supplements also help alleviate dry skin, and may have other benefits for your bones and joints as well.
- One HA molecule can hold 1,000 times its weight in water

Hyaluronic acid is a molecule made up of sugars that our bodies naturally produce. One role this hardworking molecule plays is to lubricate our joints, but about 50 percent of the hyaluronic acid in our bodies lives in our skin, where it binds to water to help attract and retain moisture. (Each molecule of hyaluronic acid can hold up to a whopping thousand times its weight in water.)

HYALLURONIC ACID



Hydration Is The Key To Glowing Skin

Hyaluronic acid owes its age-defying powers to its water-loving properties. By essentially giving your skin a big drink of H₂O, hyaluronic acid doesn't simply keep dry, flaky skin at bay, it helps keep skin looking firm, smooth, and plump. As we age, our skin loses moisture and hyaluronic acid, leading to the loose, saggy, wrinkly skin. When you put hyaluronic acid back into your skin — either via serum or supplement — you're not only helping to replenish your skin's natural HA stores, you're keeping your skin better moisturized, which helps keep skin tight, supple and diminishes the appearance of fine lines. It's basically the fountain-of-youth in molecule form. But don't be sworn off if you have naturally oily or pimple-prone skin. In fact, it's a must-have antidote for dry, flaky skin brought on by a bout of drying acne products.

Hyaluronic acid is different. Think of it as the kinder, gentler, more nourishing cousin. Yes, it will turn back the clock, but it won't break down your skin. Hyaluronic acid plumps it up by restoring your skin's moisture barrier — giving you a youthful complexion in the process



The Research

Researchers have found that when nano-sized hyaluronic acid is applied to skin topically, it improves skin in a number of ways. In fact, one 2014 study found that after just two weeks of treatment, hyaluronic acid decreased the depth of wrinkles, made skin more firm and elastic, and reduced skin roughness. [<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC3970829/>]

The one hiccup initially was that hyaluronic acid molecules are — by molecule standards — enormous, which made it impossible to penetrate the skin topically. However, in 2002 a Japanese scientist developed a Nobel-Prize-worthy method (literally, he won for this) that could reduce hyaluronic acid molecules to nano size so they were small enough to be able to cross the skin barrier. [<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC3970829/>]



**Now Imagine
Putting HA Into
A Liposome
And Delivering
It Directly To
Your Cells**



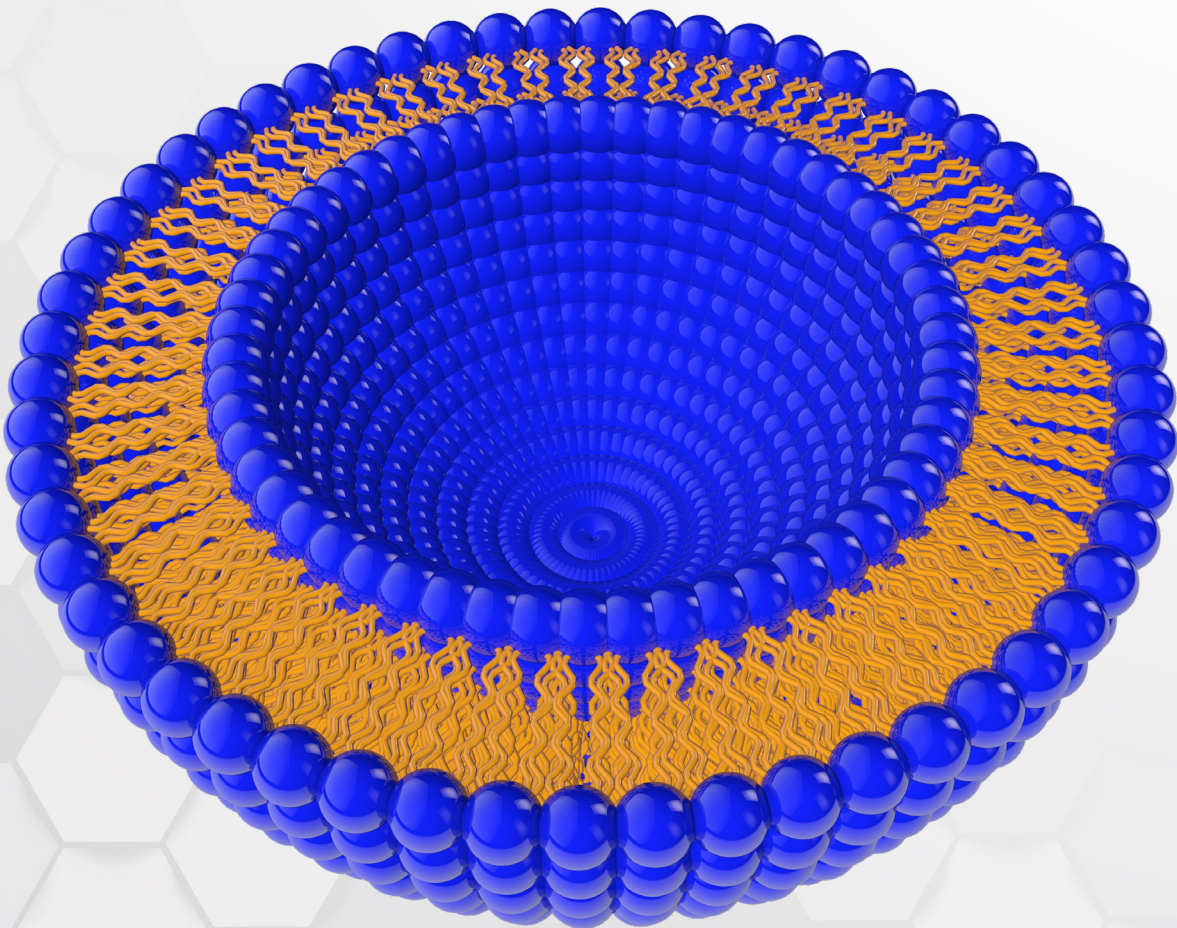
What are liposomes?

A liposome is a tiny bubble (vesicle), made out of the same material as a cell membrane. Liposomes can be filled with drugs, and used to deliver drugs for cancer and other diseases. Membranes are usually made of phospholipids, which are molecules that have a head group and a tail group.

Used widely throughout the pharmaceutical industry and increasingly in supplemental formulations, liposomes are changing the way ingredients are transported within the body. Liposomes are unique phospholipid structures which are manually agitated into forming a structurally supportive vesicle. Comprised of at

least one lipid bilayer, they encapsulate active ingredients, nutrients, drugs, etc., and bring them safely past intestinal membranes to targeted tissues.

Where liposomes have an edge over other methods is their ability to increase bioavailability of active ingredients. In non-liposomal formulas, nutrients are partly destroyed by digestive enzymes, failing to reach the cells or blood vessels in their full form. Liposomal supplements, however keep ingredients preserved until they are ready to be used.



#1 Delivers active ingredients deeper into the skin

Whether you are looking for a formula to nurture the skin daily or a solution to various irritating skin conditions, liposomal creams offer the most potential for success. Liposomes allow active ingredients to penetrate into deeper layers of the epidermis than other methods. Liposomes maximise the bioavailability of skin-soothing nutrients to affected cells and traps in moisture to keep your skin feeling fresh and healthy.

#2 Allows for slower metabolism

Due to the protective nature of the liposome, liposomal creams contribute to slower metabolism of nutrients in the blood stream. This in turn allows the active ingredients to sustain a longer course of benefits for the consumer. Liposomes are amphiphatic structures, meaning they contain a hydrophilic (water-attracting) head and a hydrophobic (water-repelling) tail. This results in a secure structure which protects ingredients until they are ready to be used. When that point arrives, the liposome releases the maximum amount of nutrients to its target destination.

#3 All natural mode of transportation

One of the greatest upswings to creams developed with liposomes is their biocompatible nature. Liposomes have a very low toxicity level and sustain no adverse effects on the body. As an all-natural method of transportation, liposomes are efficient as a biodegradable form of protection for contents within.

#4 Fewer applications

A financial benefit to choosing liposomal creams is the decreased amount needed to obtain the product's full effects. Since liposomes can dramatically increase the bioavailability of active ingredients in skin creams, you may be able to reduce your usage to smaller applications while getting the same benefits as a heavy dose of a non-liposomal cream. In the long run, liposomal creams can help save you some money on skincare and perhaps even reduce your daily usage.



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Hyaluronic Acid Cream - Liposomally Based

Hyaluronic acid is well known for its skin benefits, especially alleviating dry skin, reducing the appearance of fine lines and wrinkles, and speeding up wound healing. It can also help relieve joint pain in people with osteoarthritis.

Hyaluronic acid (HA) is a naturally occurring glycosaminoglycan found throughout the body's connective tissue. Glycosaminoglycans are simply long unbranched carbohydrates, or sugars, called polysaccharides.

HA is the main component of what gives your skin structure, and is responsible for that plump and hydrated look. You may have heard the chatter around collagen, but hyaluronic acid is where it's at.

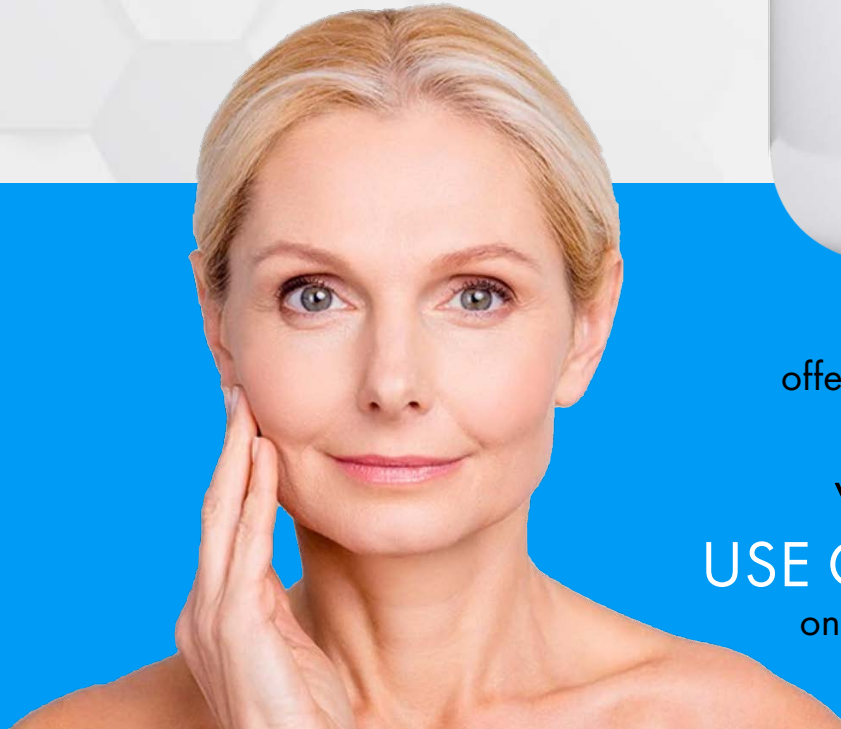
HA benefits

- anti-aging
- moisturizing
- wound healing
- anti-wrinkle
- increases skin elasticity
- can treat eczema
- can treat facial redness

Anytime we're talking about skin that's well-moisturized, we're mainly referring to skin that has a lot of water content. Perhaps you've heard the term transepidermal water loss, or TEWL for short? This is the scientific term for the measurement of how much water is evaporated from the skin.

When a product prevents TEWL, that means it's keeping your skin hydrated by making sure that water doesn't escape from your skin's surface. Hyaluronic acid does exactly that by slowing the rate at which the water evaporates.

A very low molecular weight of 5 kDA HA has the ability to penetrate the skin, which means it can potentially carry other unwanted ingredients, chemicals, and bacteria more deeply into the skin. If you have compromised skin, this might be bad news. Thankfully, on its own, HA tends to not cause allergic reactions since our bodies also make it.



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Crepe Repair Skin Firming Cream With Hyaluronic Acid & Retinol - Liposomally based

It's liposomal delivery system forces a unique combination of Idebenone, Retinol, Hyaluronic acid, and other proven cosmeceutical agents. Apply Hygieia feel it instantly healing, rejuvenating, plumping, and moistening your creped skin back to its former state.

Crepey Skin is primarily caused by UVA/UVB sun damage, this doesn't mean you're sunbathing too much, the sun's light is hitting you even when you're indoors. The studies below PROVE that IDEBENONE is VERY effective and repairing photodamaged skin

Idebenone Is A Superior Antioxidant

One of the most potent antioxidants available for pharmaceutical and cosmetic use. There is a raft of peer-reviewed studies listed on pubmed.gov demonstrating

Idebenone's efficacy in rejuvenating the mitochondria in every cell of the human body. The mitochondria are the powerhouse of your increasingly old, tired, dead skin cells.

Hyaluronic acid

Perhaps best known for its ability to bond 1000 times its weight in water to tough creped skin tissue. It plays a critical role in cushioning and lubricating the body and is abundant in the eyes, joints, and heart valves. Hyaluronic acid's thirst for water must not be neglected. After applying Hygieia cream it is essential that you spray the area with water and spread it around. Then just watch it disappear into your skin.



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Genesis Anti-aging Wrinkle Cream - Liposomally Based

Genesis is a cutting edge anti-aging cream with a liposomal delivery system. Combat signs of aging at the source by directly affecting your mitochondria

Oxybenzone, often found in broad-spectrum sunscreens, helps filter both UVB and UVA rays (specifically short UVA). This means our cream is naturally helping to prevent sun damage which is the #1 cause of advanced skin aging

Ginkgo Biloba Extract

Ginkgo biloba benefits for skin include potent antioxidant protection, skin-soothing effects, increased skin-hydration, and significant anti-aging defense. Ginkgo biloba can work to increase skin moisture-retention and smoothness, as well as reduce roughness.

Artichoke Extract

The scientifically proven verdict is that artichoke extract—in moisturizers, in serums, in essences, in toners—prevents pore “sagging” by strengthening and reinforcing cells from the inside, which also supports the defense against wrinkles.

Glycerine

Glycerin is a humectant, a type of moisturizing agent that pulls water into the outer layer of your skin from deeper levels of your skin and the air. In skincare products, glycerin is commonly used with occlusives, another type of moisturizing agent, to trap the moisture that it draws into the skin

Vitamin E is an important fat-soluble antioxidant that has been in dermatological use for more than 50 years. It protects the skin from the deleterious effects of solar radiation by scavenging free radicals. Studies suggest that vitamin E also has anti-tumorigenic (cancer) and photoprotective properties hence vitamin E is an active skin repair agent.

L-Lysine has been found to 1. Tighten loose skin. 2. Improve elasticity. 3. Improve skin density and firmness. 4. Reduce fine lines and wrinkles. 5. Reduce photodamage and hyperpigmentation. 6. Increase keratinocyte proliferation. It is also a therapeutic agent for skin inflammation, chronic obstructive pulmonary disease, and metastatic colon cancer. In fact, L-Lysine is capable of up and down regulating at least 4,000 human genes, essentially resetting DNA to a healthier state. All forms of herpes also benefit from L-lysine as it cuts off its food supply.

L-Ornithine is reported to promote wound healing and growth hormone secretion. Similarly, the concentrations of L-proline and glycine—both of which are important components of collagen—also surge following L-ornithine treatment.

L-Glutamate is an essential amino acid that is required for cells facing high energy demands. It plays critical roles in nutrition, metabolism, and signaling. It is an energy source for rapidly dividing cells. It heals all tissue in the body.



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