

FREE

WHERE2GO▶

INTERNATIONAL

EDITION 2010

COPEN HAGEN
Open for You

CITY
MAP
included

YOUR DEFINITIVE GUIDE TO
COPENHAGEN

SHOPPING
FASHION
DESIGN
NIGHTLIFE
DINING
ENTERTAINMENT
PEOPLE

2 NU SKIN

WHERE ELSE...



THE DIFFERENCE DEMONSTRATED



THE **FUTURE** LOOKS BRIGHT BUT DOES IT **LOOK YOUNG?**
JOIN US FOR A TRUE **ANTI AGEING REVOLUTION**
USE **ageLOC™** - SLOW **arNOX** DOWN
JOIN US - LET OUR **SCIENCE** BE YOUR SECRET
TO A **YOUNGER LOOKING YOU**



PASSION AND INVENTION TAKES US FURTHER

COME AND SEE US WHEN YOU'RE IN TOWN

VISIT US FROM OCTOBER 1ST 2010 AT
HAVNEHOLMEN 19, 1561 COPENHAGEN V

www.nseeurope.com



Looking older than you are?

Do you look older than your age or does your youthful looks make people think you are much younger? Whether baby-faced or not, the key to this mystery seems to lie in the activity of a certain enzyme in your skin.

Scientists and the skin care industry have spent years and huge amounts of money in an attempt to solve the mystery of the ageing process of the skin. Today we all know that smoking, the sun and super oxide free radicals cause wrinkles, lines, loss of elasticity and other signs of ageing, but lots of questions remain unanswered. One of these is the importance of internal factors - what lies hidden under your very own skin. ²³

The war on ageing

Outer factors such as sun and nicotine are known to make your skin age. But internal courses need to be factored in as well. Through some groundbreaking research, scientists are getting a bit closer to solving this wrinkly mystery. Scientists at Purdue University, Indiana, USA, have found an enzyme very likely to be a key factor in the aging of the

skin. The enzyme is called arNOX and is located on the cell surface. This enzyme generates its own free radicals on the skin surface. arNOX seems to be hibernating while we are still young, but accelerates as we get older. We all have our own unique level of arNOX.

To find out just how arNOX causes our skin to age, scientists from Purdue University and Stanford School of Medicine studied a group of women aged 45 - 65. They were accessed based on appearance, and via results from an analysis apparatus especially made for revealing damage to the skin not visible to the human eye. This apparatus also reveals

aging. Blood samples were taken to determine the level of arNOX and finally all the results were compared.

Stop smoking

Scientists discovered that the subjects with the lowest findings of active arNOX looked seven years younger than their biological age, while subjects with a high level of arNOX looked seven years older than they were. So we are now a bit wiser when it comes to the aging of the skin. Luckily scientists have developed a method for reducing arNOX, and thereby strongly reduced the aging process altogether. So with this in mind, and if you stay out of the sun and stop smoking, you are en route to a youthful look for many years to come. **W26**

