

# F for FIRMING

## Combat and Protect Skin Firmness Now!

Firm skin is physically taut with few visible wrinkles and high elasticity. Two main structural proteins that are important for firm skin are collagen and elastin. The loss of these proteins is usually one of the first and most noticeable signs of skin aging and loss of firmness.



### PROTECT FROM THE OUTSIDE

The right skin care regimen can fight against the damage to skin proteins. **ageLOC® Transformation Set** delivers unsurpassed anti-aging benefits and is clinically proven to improve skin in seven days. It is formulated with ingredients that have been shown to not only increase the production of elastin and collagen, but also inhibit the production of enzymes that break down these proteins in the skin. This is important to promote youthful looking skin, and helps to reduce the appearance of fine lines and wrinkles.



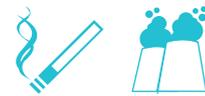
### EFFECTS OF THE SUN

Ultraviolet (UV) damage from the sun's rays accounts for 90 percent of premature skin aging. UV rays damage collagen and elastin—two of the main structures of skin that supports skin firmness and elasticity. Over time, UV damage can cause collagen and elastin structures to unravel, which leads to visible lines, wrinkles, and spots.



### NATURAL AGING

As our biological clock ticks, our skin gradually loses its ability to function as it once did. The skin's ability to replace damaged collagen diminishes and more gaps and irregularities develop in the mesh of collagen and elastin. This aging process is genetically determined and accelerated by UV damage and pollution.



### POLLUTION: THE HIDDEN ENEMY

Pollution, smoke, harsh weather, and external stress generate large amounts of free radical in the skin. Daily exposure to trillions of these free radicals damage our skin's structural proteins (collagen and elastin). The effects of pollution accumulates as we age, causing skin structures to lose its firmness.



### ANTIOXIDANTS MAINTAIN SKIN FIRMNESS

Consume a powerful antioxidant supplement like **Tēgreen 97®** which is a highly concentrated extract of the antioxidant catechins found naturally in green tea. Research shows that regular intake of antioxidants like catechins helps to maintain skin health by improving skin structure and function; and green tea is able to delay collagen breakdown by an antioxidant mechanism.