

ARK Age Aware Skincare is a completely new concept in skincare.

ARK stands for Acts of Random Kindness, Ark has created a complete range of products so that women can have salon quality products that are quick and easy to use and affordable to buy.

What makes us different to other Skincare companies? At ARK we believe in "Truth in Skincare". We will give your skin what it needs, when you know you need it.

[www.AcaciaBeautyAcademy.co.uk](http://www.AcaciaBeautyAcademy.co.uk)

**This eBook includes**  
**How & why the skin is damaged and ages**  
**Product knowledge on helpful ingredients**  
**How to protect your skin**  
**What ingredients to avoid**  
**Discounted available to YOU!**

**Your beauty e-book!**  
**How to make the most of yourself in the shortest possible time!**

Introduction...

We are all time poor these days and yet we are also concerned about looking younger for longer more than ever before. There are also a vast growing number of lotions and potions on the market, with sophisticated ingredients listings and incredible claims about anti-ageing.

The way our skin ages depends on our genes and lifestyle choices, with both internal and external issues playing a part.

- Internal - dehydration, infection, stress, hormones
- External - ultraviolet light, environmental pollution, ionising radiation, heat

The issues above cause the skin to age visibly, with reduced tone, wrinkles, thinning and reduced flexibility. However, because everyone is unique, we have to take into consideration what has caused the skin condition that your skin presents. Genetics determine things like colour, ability to tan, pore size and texture but you also need to take into consideration other factors such as the environment in which we live, and our inner health.

We respect everyone's individuality - no one will have the same internal and external stresses. We conduct a personal, tailored approach to skin health.

In order to provide the best support and nourishment for your skin it is important to understand the following 2 terms, which are often used in advertisements. The 2 terms we are talking about are **Free Radicals** and **Antioxidants**.

## **Free Radicals**

These are the main culprits involved in skin ageing.

As skin cells decay, they lose an electron, creating a very unstable molecule called a "free radical". Free radicals destroy collagen in the skin and inhibit further production and repair. They are generated by UV light, environmental pollutants, stress, dehydration, smoking, improper diet and infection.

## Antioxidants

These are a group of beneficial nutrients - vitamins, minerals and enzymes - that slow or prevent the oxidation of other molecules

- These can neutralise free radical damage.
- They can diminish and prevent the damage from the sun, dry skin, pollution and bad diets.
- They help to remove free radicals and the damage that they cause therefore slowing down and even stopping the oxidative damage that causes skin to age.
- As they do their job, they are oxidized and therefore we need to constantly replenish them through good diet and good skincare.
- When put directly onto the skin through skincare they help to defend the skin, help in reducing scars and promote healing and encourage collagen production (the collagen molecule is too big to be absorbed through the skin therefore we need to do things that encourage the body to make it itself).

ARK Age Aware Skincare is based on this knowledge and as a result our ranges include 3 core ingredient groups that address the needs of the skin as it ages and helps to protect it. These are:

**LIPIDS:** these are fats which are essential to maintain the condition, hydration, suppleness and elasticity of the skin. They also help to suppress inflammation and replenish skin tissue. Skin cannot make fatty acids so they have to be obtained by the diet or from skincare

Examples **Protect** : Avocado and Peach Oil **Defend** : Moranga Oil **Defy** : Apricot Oil

**ANTIOXIDANTS** : vitamins, minerals and enzymes that protect against free radical damage

Examples **Protect**: White Tea **Defend** : Blue Lotus **Defy** : Red Algae

**VITAMINS:** - vital for the protection of skin.

Different vitamins do different things - e.g. Vitamin C - for collagen synthesis

Vitamin A - stimulates collagen formation

Vitamins A and C - improve skin elasticity

Vitamins C and E - prevent UV damage

Vitamin A, C & E - provide antioxidant protection

Examples **Protect**: Vitamin B5 & E **Defend**: Vitamin A **Defy**: Vitamin C

As we have these three groups in **all** of the products in our age aware ranges, it means that the skin is being nourished throughout the whole skincare routine, which sets us apart from other brands. For example, our Cleanser is not just a cleansing product; it is also a targeted treatment for healthy skin. We believe in nourishment and care right from the start.

So when it comes to looking after your skin, it is vital to use products that are as individual as you are. Fall in love with the ritual of looking after your skin.

Ark Age Aware skin care ranges

**Age Protect Range** (up to 35's) **Age Defend Range** (up to 50's) **Age Defend Range** (over 60s)

So what is the answer?

- \* Keep your skin pH balanced to help it **keep out** free radicals.
- \* Help reinforce your skins defences by **supplementing** it with anti-oxidants.
- \* **Keep away** from pollution where possible.
- \* **Eat** as many preservative and additive free foods (organic is best).
- \* Keep out of the sun and use sun protection moisturisers and sunscreen at all times.
- \* Use ARK **ph balanced skincare** products, which are packed full of natural anti-oxidants.

START: How do we make the most of ourselves in the limited time we have available?

Your first step is to make sure you cleanse your skin thoroughly morning and night to rid it from pollutants, dirt, grime and make-up and that you also protect your skin as much as possible from the damaging and ageing UVA and UVB light rays (even when the sun is not shining).

For your skin to be at its most healthy and operating at its maximum, therefore looking great, it needs to be kept *ph balanced*. This allows the skin to maintain its own natural protective shield, also known as the *acid mantle*. The pH level of your skin should be maintained at 5-6 on a scale of 0-14 (7 is neutral, above 7 is alkaline and below is acidic) to keep this acid mantle in tact.

If the acid mantle is disrupted the skin can become more prone to damage and infection. The acid mantle can be damaged through using products that are too alkaline such as some soaps, foaming washes and wipes. The alkaline builds up on the skin and can craze and crack the surface allowing your skin to be attacked by free radicals at worst and make it sensitive at best. The more alkaline on the skin the more sensitive it can become.

The skin is able to recreate the acid mantle on its own but it takes up to eight hours to do this and can cause stress to the skin, thus exacerbating the ageing process.

### ***Never Quicker or Easier with ARK Skincare!***

#### **In the morning**

CLEANSE with your cleanser (Protect, Defend or Defy)

**Application:** Massage the cleanser into the skin with your fingers then rinse off with water for a quick cleanse, or remove with damp cotton wool pads for a deeper cleanse. ARK cleansing products clean deep down and draw out deep seated impurities in the skin, pH balanced to the skin. (Spritz toner required for dry skin)

MOISTURISE and protect with Moisturising also helps nurture and protects against free radical damage and keeps the skin hydrated. Protecting the internal environment with ARK **Application:** dispense by pushing down the top, sweep up the cream in your hand, lightly rub between finger tips. Cover the face and tap onto the skin. (Tapping encourages skin collagen retention)

#### **In the evening**

Firming, softening and smoothing the skin.

PRE CLEANSER

Apply pre cleanse (pyjama cleanse). Remove all the toxins and pollutants for the day. This product even dissolves the most stubborn of mascaras.

**Application:** Massage the cleanser into whole face including eyes lips. Spend as long or as little time as you wish. Massage into the skin with your fingers, then apply a little water and emulsify all over. Remove with water or damp cotton wool pads or sponges for a deeper cleanse.

CLEANSE with your age range cleanser (Protect, Defend or Defy)

**Application:** Massage the cleanser into the skin with your fingers then rinse off with water for a quick cleanse, or remove with damp cotton wool pads for a deeper cleanse. ARK cleansing products clean deep down and draw out deep seated impurities in the skin, pH balanced to the skin. (Sprints' toner only required for dry skin)

**NIGHT CREAM**

Use Ark Serums and Moisturiser your Personalised skin regime – Mixture one or more Serums (up to four) and Your Moisturiser (Protect, Defend or Defy)









**How:** Apply the serum or serums by using mixed in with your moisturiser as a cocktail, or tapping onto the required area before the moisturiser.

Which skin care range is for you?

Our approach has revolutionised the way our clients look after their skin. We concentrate on how different hormonal changes affect your skin at different stages of your life and therefore we have created 3 unique ranges of products that will look after your skin according to its age - Ark Age Aware skin care ranges

Age Protect Range (up to 35's) Age Defend Range (up to 50's) Age Defy Range (over 60s)

We have also created 8 specialist serums to tackle any skin concerns that you may have, due to stresses that happen in your life.

Anti-Redness	De-Stress	Phytohormone	Firming	Radiance	Clearing	Hydrating	Anti-Oxidant
<ul style="list-style-type: none"> <li>. After Waxing</li> <li>. High Colour</li> <li>. Sensitive</li> <li>. Eczema</li> <li>. Broken Capillaries</li> <li>. Rosacea</li> <li>. Inflammation</li> <li>. Sun Burn</li> <li>. Outdoors</li> </ul> 	<ul style="list-style-type: none"> <li>. Excessive exercise</li> <li>. Broken Capillaries</li> <li>. Rosacea (stress relative)</li> <li>. Inflammation</li> <li>. Sun Burn</li> </ul> 	<ul style="list-style-type: none"> <li>. Menopause</li> <li>. Flushes</li> <li>. Un even tone</li> </ul> 	<ul style="list-style-type: none"> <li>.Lifting</li> <li>.Firming</li> <li>.Sagging</li> <li>.Tone</li> <li>.Thinning</li> <li>.Elasticity</li> <li>.Dry</li> <li>.Hydration</li> </ul> 	<ul style="list-style-type: none"> <li>.Pigmentation</li> <li>.Skin Tone</li> <li>.Scars</li> <li>.Age Spots</li> <li>.Repair</li> <li>.Sun Damage</li> <li>.Dull Skin</li> <li>.Dehydration</li> </ul> 	<ul style="list-style-type: none"> <li>.Breakouts</li> <li>.Older</li> <li>.Menopausal</li> <li>.Digestion</li> <li>.Liver</li> <li>.Hormonal</li> </ul> 	<ul style="list-style-type: none"> <li>.Dry Skin</li> <li>.Outdoors</li> <li>.Caffeine</li> <li>.Toxins</li> <li>.Psoriasis</li> <li>.Sun Damage</li> <li>.Thick Skin</li> </ul> 	<ul style="list-style-type: none"> <li>.Outdoors</li> <li>.Sun</li> <li>.Damage</li> <li>.Horse Riding</li> <li>.Sailing</li> <li>.Outdoors</li> </ul> 

Our products are

NON COMEDOGENIC, which means they won't clog your pores.

They contain NO -

LANOLIN - an ingredient that comes from sheep's wool. It is known to cause skin irritations and block pores.

MINERAL OIL - is a by-product from crude oil. It is used to put a thin, oily layer on the skin and because of this it causes skin irritation, clogs pores and prevents toxins being eliminated from your skin.

ARTIFICIAL COLOURS/FRAGRANCES - the exclusion of these minimises the potential for allergies, irritation and clogging the skin.

S.D.ALCOHOL - this is alcohol which has had a special chemical added to it so that it is undrinkable. It strips the skins natural moisture level.

FORMALDEHYDE - is used as a cheap preservative but can be drying and cause irritation to the skin.

SODIUM LAURYL ESTHER SULPHATE - is a foaming agent and detergent that is known to cause irritation and dryness to the skin.

PARABENS - are non expensive preservatives that are known to cause sensitivity and irritation.

ARK does not test their products on animals and their packaging is contamination free.

#### WEEKLY TREATMENTS

Additional treatments can be used on their own or in conjunction with each other for maximum benefits.

#### **Skincare confidential – Your very own personal Skincare Experience**

Why not book a FREE personal in-home skincare experience for yourself with one of our Acacia trained consultants, you could even invite up to five friends where you can have fun, learn more about looking younger for longer and experience the ARK products for yourself on your face.

#### **Now you're ready to go!**

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