

skinade 
better skin from within



Next-generation Skincare

Skinade – a professional product that works from the inside out.

The beauty industry is changing – extensive research over the past ten years has given rise to a new generation of skincare.

Traditional skincare products only target the surface of the skin. Skinade works from within to prevent the ageing process at a deeper level. Skinade is the latest innovation in the nutricosmetics industry offering the benefits of ‘beauty from within’. At Skinade, we believe that better skin comes from within.

Our scientifically formulated collagen drink repairs and strengthens skin from the inside for younger, healthier and better looking skin on the outside. Skinade’s unique patent-pending formula also promotes stronger hair and nails and many consumers report improvements in certain skin conditions.

Skinade is a Drink

It works from the inside out to rebuild and strengthen the collagen matrix below the skin's surface, boost natural levels of hydration and reduce fine lines and wrinkles.

Developed by leading UK scientists and manufactured in the UK, our patent-pending formulation contains hydrolysed marine collagen and essential micronutrients: Our high grade collagen is sourced from fresh-water fish, which is low in sodium and avoids mercury contamination. We include 7000mg in each bottle.

Skinade contains only the highest quality ingredients with no artificial flavours or colouring and fewer than 35 calories. With natural flavours of peach and mangosteen, it offers a pleasant tasting and convenient addition to your daily skincare regime.

Drinking Skinade on a daily basis results in **firmer**, more **even toned**, **hydrated**, **radiant**, **youthful** and **healthier looking skin**. It reduces **fine lines** and **wrinkles** and repairs connective tissue, so you'll also benefit from **stronger**, **healthier** and **faster-growing hair** and **nails**. Consumers who suffer from joint pain and certain skin conditions such as **eczema** and **psoriasis** have also experienced an improvement in these disorders



Skinade improves **your** Skin

Skinade's ingredients work synergistically to achieve the best possible anti-ageing results for your skin.

The collagen in Skinade has been hydrolysed by a gentle enzymatic process, this process creates a low molecular weight enabling rapid absorption and transportation to where it is needed. The collagen fibres formed, strengthen the collagen matrix in the dermis. Collagen improves skin elasticity by increasing the density of fibroblasts (the cells responsible for rebuilding connective tissue), and improves skin hydration and reduces fine lines and wrinkles.

Drinking Skinade also triggers the body's own natural collagen production by stimulating the proliferation of fibroblasts- the cells responsible for new collagen regeneration reinforcing the collagen matrix and playing a critical role in wound healing.

This dual action makes Skinade a highly effective skincare solution. Consumed on a daily basis, it effectively returns your body to a younger state of collagen production, resulting in a visibly more youthful appearance.

Skinade benefits your Skin

After using Skinade, consumers have reported the following results:

- **After 4 to 6 days** they begin to feel a difference in their skin: It is softer and more hydrated
- **After 10 to 14 days** they begin to see a visible difference in their skin: It is more uniform, smoother, radiant and glowing
- **Between 2 to 4 weeks** skin starts to appear firmer and fuller with a noticeable reduction in fine lines and wrinkles
- **After the 4 to 6 weekly skin-renewal cycle**, the improvements continue to build with greater skin elasticity and further reduction of fine lines and wrinkles.

Individual results will vary but, with continued use on a daily basis, your skin will continue to improve for as long as you make Skinade a part of your daily skincare regime.. Individual results may vary depending on genetics and lifestyle. Factors such as smoking, sunlight, diet, including sugar and alcohol consumption, stress and lack of sleep all play an important part in your health and your skin's appearance.

and **your** Body

30% of your body is made up of connective tissue or collagen, that is not only found in your skin, but also in your joints, hair and nails.

The **collagen in Skinade** is highly bio-available enabling the body to repair and renew connective tissue.

Consumers have reported the following benefits:

- Healthier, stronger and faster-growing hair and nails.
- An improvement in the appearance of cellulite.
- Sufferers of acne, psoriasis and eczema have also experienced improvements in these skin disorders.
- Consumers who suffer from joint pain have noticed a decrease in discomfort.

*See our before and after picture collection.

What **results** will you see?



These un-retouched 10 day, before and after shots were taken by a satisfied salon owner. The reduction of fine lines and pore size/smoothness is noticeable.



Another satisfied salon owner showing big improvements around the eyes after
10 days

skinade 



Un-retouched **10 day** before and after photos. Fewer wrinkles and a marked improvement in hydration and texture.



Un-retouched photos taken by a salon owner after using Skinade for **10 days**.
The reduction in lines around the eyes is noticeable.



These un-retouched photos after **10 days** show reduction of wrinkles



Un-retouched photos after **8 weeks** show excellent improvement



These un-retouched photos show a client who has noticed a marked improvement in psoriasis in 15 days.

Skinade Ingredients list

Hydrolysed Marine collagen: Our high-grade marine collagen is sourced from fresh-water fish, low in sodium and avoiding mercury contamination. We've included 7000mg in each bottle.

Vitamin C: Essential for natural collagen formation and maintaining the collagen matrix. It also provides vital protection for the skin by boosting the immune system and reducing free-radical damage.

MSM: Is a naturally occurring form of organic sulphur found in all living organisms. It helps collagen and keratin formation, improves skin elasticity and inhibits cross-linking of collagen cells, a major cause of skin ageing.

B Vitamins: Our vitamin-B complex promotes more uniform, clearer, glowing and radiant skin.

Omegas 3 & 6: We source our omegas exclusively from organic flax seed oil that plays an important role in balancing dry and oily skin.

L-lysine: An essential amino acid that is key to rebuilding the collagen matrix at cellular level

How to take Skinade?

Skinade is suitable for both male and female adults (over 18 years) who want to do the very best for their skin.

For Skinade to be effective, it needs to become part of your daily skincare regime.

For best results, we recommended that you drink one bottle each morning after breakfast.

Skinade does not have to be stored in a fridge, but tastes better chilled.

When taking skinade there is no need to take an additional multi-vitamin.

All the Ingredients in skinade are water soluble, which allows for safe, long-term use.

Shake bottle before use and once opened consume within 24hours.



skinade 

The Difference - **Skinade** or tablets?



If you were to take to take Skinade's ingredients in tablet form, you'd need to swallow around nine large tablets daily, not only can this be inconvenient and hard to swallow, but the body also finds them difficult to digest. The valuable nutrients pass through your system unused instead of being absorbed by the body.

The collagen and essential ingredients in Skinade are in **liquid formulation** and 80%- 90% are absorbed by the body, while tablets offer an absorption rate of only 30%- 40%.

Skinade has been precisely formulated with the optimum ratio of liquid to active ingredients including key nutrients, MSM, L-lysine and vitamin C, which are essential for the healthy production of collagen. Skinade's highly bio-available liquid formula, ensures that the body is able to quickly absorb and make use of them.

Product safety

The active ingredients contained in Skinade were scientifically selected and dosed for optimum efficacy by a leading UK double PhD Nutritional Pharmacologist. The liquid formulation itself has been crafted by a highly experienced UK based team with over 40 years of direct multinational industry experience within the drinks and functional beverage industry.

Skinade has been subjected to thorough product testing and consumer trials and all the ingredients are EU approved.

Skinade is manufactured in the UK by one of the largest and most respected food and drink producers in the country and all our ingredients are naturally EU approved.

Skinade complies with the all regulations and standards set by both the Food Safety Agency (FSA) and Trading Standards. March Foods, who manufactures our product, meets the requirements of The **British Retail Consortium (BRC)**, the globally recognised standard for manufacturers and brand owners to safeguard the health of consumers and satisfy their legal obligations

Skinade formula is protected by patent applications.

Skinade **IS** suitable for:

- Both males and Females
- Adults (over 18 years)

Skinade is **NOT** suitable for:

- Children. Although harmless the formula has been designed for adult use and we recommend it is treated like any adult supplement.
- Strict Vegetarians or Vegans. Our marine collagen is sourced from fresh-water fish.

Allergy advice: Contains fish

Skinade does **NOT** contain: Gluten, Soya and Lactose.



Contra-indications

Skinade should not be used as a substitute for a varied, balanced and healthy diet.

Please seek your doctor's advise if:

- You are pregnant or breastfeeding
- You are on prescribed or strong medication
- you have an exsisting liver or kidney condition
- You suffer from known food allergies

You may experience a mild laxative detoxifying for one to two days when you start drinking the formula.

B Vitamin Sensitivity: A very small precentage of people taking Vitamin B3 (niacin) may experience a rare, short term 'red flush and/ or tingling sensationin the skin that can last between between 20-60 minute. This is known as a "**Niacin flush**" and is **not** an allergic reaction. Niacin dilates the small capillaries in the skin increasing blood flow and delivering nutrients to areas of poor circulation. Taking skinade after food minimises the effect, or you can sip the bottle over the course of the day.

Skinade in the Press



Your
Best Body

Party-Ready Skin In Just One Drink

A drink designed to cure your wrinkles and clear up your skin? We spent a week testing a range of daily beauty potions – here's our top five

**BEST FOR:
GETTING
AGLOW**
Skinade



Tested by *Look's* Senior Features And News Writer, **Julia Brooks**
"Skinade includes collagen, vitamins C and B2, omega 3 and lysine to make you look younger and healthier. And I think it's worked. I feel all glowy and my lines are less noticeable." Skinade.co.uk, £15 for five 150ml bottles



**BEST FOR:
BOOSTING
HYDRATION**
*Nosh Raw
Wheatgrass Shots*



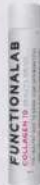
Tested by *Look's* Junior Fashion Assistant, **Debi Simpson**
"Loved by the A-list, this promises to slow the ageing process. After a week my air conditioning blitzed skin looks and feels much more hydrated." Noshdetox.com, £2.99 for 50ml



**BEST FOR:
BANISHING WRINKLES**
*Collagen 10
Beauty Drink*



Tested by *Look's* Deputy News Editor, **Lucy Vine**
"Made by Functionalab, each dose includes 10,000mg of high-absorption collagen – the highest concentration available on the market today. Although the orangey-almond flavour can be a bit sickly, the lines on my forehead seem smoother." Boots.com, £3.59 for 60ml



**BEST FOR:
SMOOTHING SKIN**
*Revive Active
(The Science Of Nature)*



Tested by *Look's* News Editor, **Lydia Southern**
"Revive Active's 26 vitamins and minerals support your immune system. While its yellow glow was off-putting, my skin is softer and I feel less exhausted." Reviveactive.com, £49.95 for a month's supply



**BEST FOR:
PLUMPING THE
COMPLEXION**
*Fountain, The
Hyaluronic Molecule*



Tested by *Look's* Acting Beauty Editor, **Sam Freedman**
"I found the consistency unbearable, but two spoonfuls in a glass of water was easier to digest. After a week my skin was definitely plumper." Fountain.com, £27.99



COMPOSITE: TONY STAM; ANASTAS; PHOTOFEST

Circulation: 2,281,301

<p>SORT OUT YOUR SKIN</p> <p>IF your skin is not looking its best, your lifestyle might be to blame. Whether it's partying hard, stress or even too much time spent on Twitter, many daily habits can cause complexion issues.</p> <p>Here, LAURA STOTT identifies common skin lifestyle hazards and the best face-fixers to tackle them.</p>	<p>NO TIME</p>  <p>EXPOSING skin to sunlight and pollution leaves it extra-vulnerable to developing wrinkles.</p> <p>Solution: A multi-tasking product each morning hydrates, nourishes, repairs and protects.</p> <p>Try: Frezyderm Velvet Technology Face SPF30 (£17.95, boots.com).</p>	<p>POOR DIET</p>  <p>PROCESSED foods leave skin</p>	<p>PARTY ANIMAL</p>  <p>ALCOHOL dries the skin and enlarges</p>	<p>GYM BUNNY</p>  <p>SWEATING away on the treadmill can result in clogged pores, leading to spots and blackheads.</p> <p>Solution: Cleanse carefully post-workout with products that will not clog pores.</p> <p>Try: Clarifying Wipes (€10, murad.co.uk).</p>
		<p>POOR DIET</p>  <p>PROCESSED foods leave skin looking dull, and not getting your five a day deprives it of nutrients.</p> <p>Solution: A skin supplement containing vitamins C and B, and omega oils.</p> <p>Try: Skinade (from £15, skinade.com).</p>		

Circulation: 603, 318 daily

Raise a glass

MOST of us are keen to hold back lines and wrinkles for as long as possible and are often on the lookout for a wonder product that can help us look younger for longer. The latest anti-ageing idea has nothing to do with smoothing on an expensive cream or even trying a high-tech laser treatment.

Instead it's about sipping a youth-activating cocktail which promises to work from the inside out to boost the complexion.

Taking a skin supplement is nothing new and there are many pills on the market which claim to fight the signs of ageing.

So beauty beverages, which promise fast results and are packed with vitamins, minerals and skin-saving ingredients, are set to be big business.

Over the past year the market has grown rapidly.

There are now many super elixirs available which give even the products a run for their money. Walk down any beauty aisle and you'll see



In her weekly column **LESLEY REYNOLDS** brings you the latest in anti-ageing news

banish wrinkles, antioxidant juices to erase age spots and the latest, a hyaluronic-based drink which promises to boost skin moisture levels along with other anti-ageing benefits.

The Hyaluronic Molecule by

'Many super elixirs are now available'

Fountain, £27.99 (boots.com) is the first ever water soluble hyaluronic acid.

1,000 times its weight in water, almost half of the body's hyaluronic acid is located in the collagen of the skin, meaning it helps to keep skin moist, supple and line-free.

It also facilitates faster wound healing, increased energy and dry skin relief as well as increased mental alertness.

Ageing, along with constant UV exposure, rapidly decreases our body's supply.

It is estimated that by the time we reach our mid-40s the body will have roughly half of what it needs, leading to

to looking years younger

PHILIP ALAMY

THIRST GROWS FOR BEAUTY BEVERAGES

• **Skinade, £15 for a pack of five (skinade.co.uk)**
Contains collagen, vitamin C, B vitamins and omega 3 and 6 to help make skin firmer and plumper.

• **The Fountain Beauty Molecule, £24.99 (boots.com)**
Take one teaspoon a day of

this liquid which contains resveratrol, an antioxidant found in red wine that promotes health and longevity.

• **Functionlab Collagen 10, £3.59 (boots.com)**
This super dose collagen drink contains the highest concentration of collagen

on the market and comes in bottles designed to be knocked back like a shot.

• **For advice consult a GP.** For cosmetic medicine, minor and non-surgical procedures visit besttreatmentscantrust.org.uk. For more of Lesley's tips log on to lesleyreynolds.com



Circulation:
2,390,914

THE DAIRY-FREE BUTTER

Tiana Organic Exquisite Omega 3 Spreadable (€5.99, hollandandbarrett.com)

WHAT IS IT? A creamy spread created with a blend of organic cold-pressed coconut, olive and flaxseed oils. It is free of salt, cholesterol and trans fats, and is offered as a healthier alternative to butter. Despite the coconut oil, it is not sweet in taste, making it ideal for use in sandwiches, on toast, or over pasta and potatoes.

THE HEALTH CLAIMS The added flaxseed oil is

particularly rich in an essential omega 3 fatty acid (known as alpha-linolenic acid) that supports heart and joint health, and boosts vision and brain function.

EXPERT VERDICT 'This is perfect for anyone on a dairy-free diet,' explains nutritionist Vicki Edgson. 'The high level of alpha-linolenic acid is a must for heart and brain health, and its potent anti-inflammatory properties make it ideal for protecting the joints and ligaments. Flaxseed oil also aids digestion.'

THE PROTEIN-PACKED YOGURT

Skyr Yogurt (out soon, skyriceiland.com)

WHAT IS IT? A favourite of Icelandic athletes, Skyr yogurt is made with skimmed cows' milk and live active cultures. It is produced through a unique ultrafiltration process, which helps to retain its beneficial whey proteins.

THE HEALTH CLAIMS Makers say that it takes three times more milk to produce 2lb of Skyr compared to standard yogurt, making it high in protein and calcium, yet virtually fat-free.

EXPERT VERDICT 'Skyr is far richer in protein and calcium than standard dairy yogurt and can support muscle repair, plus hair, nail and bone health,' says Vicki Edgson. 'Added beneficial bacteria can help maintain a healthy digestive system too.'

THE VITAMIN-PUMPED JUICE

Alibi Juice Drink (€1.49, alibidrink.com)

WHAT IS IT? Fruit juice and spring water bolstered with vitamins and aimed at those with hectic lifestyles.

THE HEALTH CLAIMS One can provides the recommended daily allowance of Vitamin C to boost the immune system, Vitamin D to support muscle function and Vitamin B12 to fight fatigue, plus Wellmune beta-

glucan to also strengthen the immune system.

EXPERT VERDICT 'Knocking back several cans a day of this doesn't make you healthy,' says Edgson. 'You'd be better off eating fruit. The added beta-glucan is a thoroughly researched ingredient, which supports the immune system without over-stimulating it. This drink is suitable in small doses for people who don't consume enough water and fruit.'

THE SKIN AND JOINT HYDRATING BEVERAGE

Fountain Hyaluronic Acid Molecule (€27.99, boots.com)

WHAT IS IT? A supplement loaded with high concentrations of pure hyaluronic acid - a molecule that hydrates the skin and lubricates joints. It is the first ingestible, water-soluble hyaluronic acid.

THE HEALTH CLAIMS The body's natural supply of hyaluronic acid begins to deplete as we age, leading to stiff joints and dehydrated skin. This liquid form is said to be absorbed more readily than supplements. It is claimed that taking two teaspoons

daily will act as an internal tissue hydrator to cushion the joints and leave skin moisturised.

EXPERT VERDICT 'Hyaluronic acid is a large molecule which cannot be absorbed by the body as a whole,' says dermatologist Dr Stefania Williams. 'If there are claims about successful absorption, I would imagine that the molecule has been cut into smaller pieces, making me question whether they have the same benefits.'

THE ZERO CARB, HIGH-FIBRE RICE

Eat Water Slim Rice (€2.55, hollandandbarrett.com)

WHAT IS IT? A low-fat, wheat-free rice made from konjac, a natural vegetable fibre. Each tub contains just seven calories and is carbohydrate, gluten and sugar-free.

THE HEALTH CLAIMS It is believed that konjac can increase insulin and lower blood sugar levels, making it a good choice for diabetics. It has also been shown to help lower 'bad' LDL cholesterol. Being gluten-free, it is suitable for coeliac.

EXPERT VERDICT 'This isn't rice at all - it's just been made to look like it,' says Vicki Edgson. 'It has no nutritional value. Konjac has been used for years to bulk out products, without being absorbable by the body, so you have to ask, "Why eat it?"'

THE COLLAGEN-INFUSED DRINK

Skinade (€15 for a five-day supply, skinade.co.uk)

WHAT IS IT? Low-calorie drink filled with marine collagen to regenerate skin.

THE HEALTH CLAIMS The active ingredients are said to rebuild and enhance the skin's collagen structure. Users have reported a firmer complexion following a course of two to four weeks.

EXPERT VERDICT 'Collagen is a large protein consisting of

individual amino acids, the building blocks of all proteins,' says Dr Williams. 'The collagen molecule as a whole can't be absorbed into our bloodstream by sipping a drink. If it is cut into smaller units, you're not actually ingesting the natural collagen molecule. Plus, these peptides may be further broken down into individual amino acids and whether the body decides to build new collagen with them is questionable.'

How far would you go for a YOUNGER LOOK

Bee venom, leeches and crystals are among the treatments stars swear by

DEMI MOORE



Leech therapy

The blood-purifying properties of leeches have been used by plastic surgeons for years to speed up healing time post-surgery, but now they're being used to help rejuvenate ageing skin. A specialist clinic in a secret Austrian mountain location, where stars like Demi fly for treatment, has found that the leeches' blood-sucking action speeds up collagen production so skin looks younger and plumper.

TRY IT NOW Snail slime has the same kind of ingredients including skin-buffing glycolic acids and allantoin to heal and smooth. Try Dr Organic Snail Gel, £19.99 for 50ml, Holland & Barrett.



ANGELINA JOLIE



Vampire face lifts

This spooky-sounding cosmetic boost uses real blood to help keep you looking young. Costing around £550 per session, a little of your own blood is extracted, then the skin-plumping plasma containing oxygen-loaded red blood cells is selected and re-injected into your skin to help stimulate the growth of new skin cells.

TRY IT NOW Get a similar skin firming effect without the gruesome sounding injections by using Rodial Dragon's Blood Hyaluronic Moisturiser, £45 for 50ml, which contains red sap from the sangre drago tree that's proven to help smooth out fine lines and wrinkles. Available at rodial.co.uk



MADONNA



Vitamin IV drips

Originally developed to speed up recovery in cancer patients whose vitamin levels were depleted by chemotherapy, these are now the secret weapon for burnt-out stars. They're given a regular cocktail of vitamins and minerals to replenish energy stores and bring back the glow and gloss to skin and hair. Known as drips spas, expect to pay around £225 for a shot.

TRY IT NOW Skinade is a new peach-flavoured drink containing marine collagen, vitamin C and vitamin B to help strengthen and repair skin, £15 for seven days supply. Available from skinade.co.uk. Or smooth over Body Shop's Vitamin C Facial Radiance Powder Mix, £14 for 10ml.



COSMOPOLITAN
SEARCH

BIG discounts on our digital editions  **SALE**

CELEBS
LOVE & SEX
FORUMS

Home
HAIR & BEAUTY
Cosmo Beauty Boss Blog

COSMO BEAUTY BOSS BLOG

Should you invest in drinkable moisturiser?

22 October 2013 by Ingeborg van Lieringe



Whether beauty supplements really make a massive difference to your skin, hair or nails has long been a bone of contention. Many faithful users (among them Cosmo's beauty ed Kate, who credits her Imedeen pills with rescuing her nails) swear by them. But many dermatologists will point out that any benefit from supplements will always go to vital organs first, with precious (but transformative) power left to tackle your not very life-threatening wrinkles or split ends.

So what's different about the barrage of new beauty drinks being launched as we speak? One word: bio-availability. "It's the only thing that matters with supplements," says Brandon Truava, the man behind *Fountain beauty drinks*. "If a vitamin or other nutrient is not delivered to the body in a way that makes it bio-available, it'll just pass through your system without discernable benefit."

In the case of his catchily named (...) The Hyaluronic Molecule drink (or 'drinkable moisturiser', as it has been dubbed), it was a case of liquefying a skin-transforming molecule to make it go from painless to potent. "Hyaluronic acid is the body's natural lubricant, mostly found in your skin (joints and eyes), but it depletes through UV exposure and with age," says Brandon. "Ingesting it should help to seriously top up your moisture levels, were it not for the fact that pure, powdered hyaluronic acid is a nightmare for the body to break down and absorb effectively. So we knew we had to find a way to pre-dissolve it into a highly concentrated and bio-available drink. Not an easy feat, but we did it."

A drink that is somewhere between liquid and jelly, which is not the most pleasant of consistencies – but then you only need to knock back two teaspoonfuls a day to see skin look more hydrated in a matter of, it is promised, weeks. Users also report less joint pain and an end to sore, dry eyes, so something is definitely happening. I've not finished my first bottle yet, but I will report back on my magnificent skin transformation (I imagine) at a later stage.

Elsewhere, new beauty drinks like *Skinade* (£15 for a 5-day supply) and *Functional Collagen 10* (£23.50 per shot) feature blends of hydrolysed, or bioavailable, marine collagen (that's fish proteins – veggies beware) and nutrients to help the body produce more of its own plumping, skin-smoothing collagen cells. The magic number here is 10,000, as in mg of collagen. That's to make sure that even with other parts of the body (like your muscles, taking first dibs, there's still enough to go round for the skin to benefit. The drinks come in handy vials that don't require you mixing up your own liquid. Which is fortunate as collagen powder, much like hyaluronic acid, doesn't dissolve without a fight. I tried with a blend-it-yourself version and all I got was water with slimy globules in it. It didn't contribute to me finishing the pack and discovering whether the product worked or not.



If that delightful image has put you off trying these magic potions altogether, worry not: not every skin supplement needs to be sipped to be effective. Brandon had his eye on 'amazing' Perilla seed oil, but skin specialist Dr. Marco Lens has beaten him to the punch. "It's anti-inflammatory, anti-allergenic, and one of the richest sources of omega 3 fatty acids, which we know for a fact plump out the skin. People who take omega 3 orally have a much better lipid barrier than those who don't," says Marco, who put the oil (Cahiers Omega-3 into High Potency Veget Omega 3-6-9 Perilla Oil, £28 for a month's supply, available in November) in softgels designed to dissolve and get absorbed double-quick.

Fish oil (another perfect source of omega 3) is the main component of *Dove Spa Strength Within* supplement (£35 for a 4-week supply), which hit the headlines recently with news of a clinical trial proving its wrinkle-reducing ability. Enthusiastic claims that this made it the world's first clinically-proven anti-aging supplement seem a bit wide of the mark. Though, Imedeen, endorsed not only by beauty ed Kate but also by online beauty ed Bridget, whose collagen levels increased by 20% when she started taking its *Derma One* supplement (with marine collagen), has published clinical proof of its efficacy for years.

Any skin specialist will tell you that a great diet (fish, greens, nuts...) makes a massive difference to skin, but that few people eat one consistently. Privately, most I speak to admit that they either are, or would like to be, involved in formulating an oral supplement to complement the topical skincare they endorse or create. And among beauty editors, a good essential fatty acid supplement (at the very least) is as much a given as an SPF 15.

Interestingly, Enriquet says that despite her dramatic Imedeen stats, she wasn't sure she could see actually much difference in her skin – but this may be because her twenty-something, healthy-looking skin could barely have looked any better even before she started her course. For those who do need help, the Dove Spa results were gleaned from 35-65 year-old women with wrinkles) and those who'd like to take out a skin-insurance policy, a reputable supplement really does look like a good investment.



Fitness First

The latest tips and trends

The Fountain of Youth

The liquid in recently launched miracle drink Skinade may be an alarming fluorescent yellow, but the drink, devised by top UK scientists, is loaded with collagen and essential micronutrients to deliver extra elasticity, with the promise of healthier, younger-looking skin. Richmond-based Skinade CEO, Piers Raper calls the product 'a real innovation', saying: 'it works on the skin from the inside out, via direct collagen delivery'. A 3 week trial is so easy to follow (just one bottle a day, no need to detox), and it's pleasantly drinkable.

Skinade is available through selected salon stockists - see the full list at skinade.co.uk.



Skinade Overview

- Skinade is a **different approach** to skincare – it is a professional **product that works from the inside out**, like drinking your daily moisturiser.
- Skinade is a drink containing **collagen** and **essential micronutrients** that work together to repair and strengthen skin from the inside for younger, healthier and better looking skin on the outside.
- Skinade must be taken **daily** as part of a skin care routine.
- Skinade is suitable for anyone, male or female, who want to do the **very best for their skin**.
- Skinade costs only **£3.00 per day**, the same price as a Starbucks coffee.

Skinade Business Potential

For every 10 clients that become regular users of Skinade you will generate an additional **annual profit of £2700**. The more clients you convert during the 6 week period the bigger the business you will generate. We will help you grow your business by training you and your therapists for free, providing you with all the necessary marketing material and paraphenlia as well as a start up package which minimisies your initial financial investment allowing you to introduce skinade to your clients.

Your clients will be able to try the product at a 20-day introductory price. During the first 8 weeks after becoming a stockist, instead of paying £60 for 4 packs of 5 bottles, your clients will pay only £45. The offer is available only once per client.

For every client that buys the offer and completes a trial card we will credit you £10 off your next order. After the 20 day trial your clients will see the difference in their skin and will become regular consumers or devotees of Skinade..

Your clients will return regularly to purchase their Skinade and you will see increased footfall in your salon and increased opportunities to sell your treatments and other products and services.

Become a **Stockist**

Skinade is professional product and only available through the specialist channel or online.

If you would be interested becoming an approved stockist please contact us at the details below:

Email us at info@skinade.co.uk

Call us on 0845 130 0205

Visit our website: www.skinade.com

skinade 

drink your way to
younger, healthier and
better-looking skin

