

# youthbomb

## Age Reversal Serum

Goodbye Old Skin,  
Hello New!

This ultra-lightweight, multi-action serum rehydrates, replenishes and repairs skin day and night with a blend of clinically-tested actives and natural plant extracts. Restore dull, aged skin and reverse the visible signs of aging to reveal a more smooth, fresh and youthful appearance. Add to your daily skincare routine and rediscover that ageless glow you used to know.

### *Disclaimer*

*All statements and benefits are based solely on individual ingredients, not on the finished product. Always consult your physician before making any dietary changes or starting any nutrition, weight control or exercise program. Product results may not reflect the results of all consumers of NEWYOU Products.*



**NEWYOU**

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# Detailed Directions

## Step 1 Cleanse

Before applying the Age Reversal Serum cleanse your skin with your favorite face wash and exfoliate if needed. For dramatic results, hydrate, tone, and balance the skin with the Youthbomb™ Nanomist Activator (sold separately) and Activator Concentrate (sold separately). If you purchased the Age Reversal Serum outside of the system, you can skip this step.

## Step 2 Serum Application

While skin is still moist, lock in hydration by applying 1-2 pumps of Age Reversal Serum directly onto the face, neck, and décolleté. The Age Reversal Serum will immediately begin to draw hydration deep into skin as it dries on the skin. There are several common methods used to apply any serum. Application can be done with your fingertips to lightly pat and smooth the serum over the skin, or you can use your palms with the same process. Use the method you like best. Be

sure not to tug or pull on the skin during application. Use the serum both morning and night for maximum plumping and firming effects.

### **Step ③ Finish with Your Favorite Moisturizer**

After you've applied the serum use your favorite daytime/nighttime moisturizer or facial oil to form a protective water-tight barrier on the skin and seal in moisture. If using a facial oil and a moisturizer together, apply the facial oil on top of the serum but underneath the moisturizer. If you have mature or dry skin, it's especially important to moisturize regularly which will help soften, repair, and restore the skin even more. If going outside, be sure to protect your skin from the sun's harmful rays by applying an SPF product as your last

#### **Need to Know:**

Use only as directed.

Discontinue use if irritation or discomfort occurs.

# Key Ingredients

## **Triple Molecular Weight Hyaluronic Acid**

*Holds 1000x Its Weight in Moisture*

Our skin cells naturally produce Hyaluronic Acid, also known as Sodium Hyaluronate. It's what keeps our skin looking plump, supple, glowing and hydrated. A powerful water binding humectant, one molecule of Hyaluronic Acid can hold almost 1000 times its own weight in water! As we age and are exposed to environmental stressors like sun exposure, our skin is unable to keep up with the demands over time leading to dull, wrinkled skin. It's why Hyaluronic Acid is such an anti-aging powerhouse. It restores moisture like no other ingredient instantly improving the appearance of fine lines and wrinkles. It's also a post-biotic, which researchers believe may help to strengthen and rebuild the unique microbiome on your skin, basically restoring the skin's youthful protein matrix. Triple Molecular Weight Hyaluronic Acid offers the maximum benefits of any Hyaluronic Acid. The combination of low, medium and high weight hyaluronan molecules delivers both short and long-term anti-aging benefits targeting more than just the surface of the skin. The low and medium weight molecules penetrate to the deepest layers of the skin providing below-the-surface hydration to target deeper lines and wrinkles, while high-

er weight molecules sit on the skin's surface drawing moisture from the air to infuse skin with instant hydration resulting in a smoother, lifted, and more flawless finish. When it comes to ageless skin, Triple Molecular Weight Hyaluronic Acid is an anti-aging, all-star ingredient...you might say it's in a league of its own.

## **Organic Silanols** from Sea Kelp Extract (Methylsilanol Mannuronate)

*The Sea Algae that Keeps YOU Ageless*

Organic Silanols (Methylsilanol Mannuronate) is an organic derivative of seaweed, a powerful skin antioxidant known to actively prevent premature aging and free radical damage at the cellular level. According to research, Organic Silanols may have the ability to promote skin regeneration through collagen production by increasing what's called "fibroblast proliferation." Fibroblasts are cells in the connective tissue that produce collagen. By increasing fibroblast proliferation, Organic Silanols appear to boost collagen production resulting in visibly firmer, smoother and more youthful skin. In other research, Organic Silanols have been shown to protect structural proteins, preserve youthful collagen and elastin fibers from what's called Advanced Glycation End Products (AGEs), which causes healthy collagen and elastin fibers to break down...think sagging skin. Healthy collagen production is the key to visually restoring skin to youthful perfection. There's more. Rich in skin-reviving amino acids and minerals, Sea Algae has been shown to promote advanced moisture re-

lease to plump the skin and diminish fine lines while also offering potent detoxifying properties to help remove toxins and waste products that often leave the skin looking, dull, sallow, puffy, and inflamed. When it comes to anti-aging, you might ask, what doesn't it do?

## **Argireline™**

### **A Powerful Wrinkle Reducer**

Skin care experts and enthusiasts say Argireline basically works the same as Botox without the needles and the price. It's even been called the non-surgical "facelift" ingredient. Composed of chains of amino acids known as Peptides, the building blocks of skins structural proteins including collagen and elastin, Argireline is a trademarked brand name for a particular peptide, Acetyl Hexapeptide-3 (aka Acetyl Hexapeptide-8). It's a natural compound that suppresses the movement of facial muscles to visually lift and quickly improve skin's texture, tone and firmness. In addition to its muscle-relaxing effects, Argireline also stimulates collagen production, which is super important in keeping skin looking and feeling ageless. While Peptides are routinely used in skincare, this is the one and only Peptide with a targeted impact on expression wrinkles that occur over the entire face such as crow's feet, the "11" lines between the brow, forehead and smiling wrinkles. It even gently reduces the appearance of droopy eyelids and depuffs eye bags, too.

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## KEY INGREDIENTS *continued*

### **Multi-Ceramide Complex**

#### *The “Skin Identical” Youth Replenishers*

Ceramides are lipids (aka fats) that basically hold the skin together to help form the outermost layer of the skin. In fact, they comprise 50% of our skin's structure. Think of your skin cells as the bricks and the Ceramides are the mortar that hold everything together creating a watertight seal. These little lipids prevent moisture loss to keep your face supple, soft, and smooth. As an anti-aging ingredient, these structural compounds perform a big role, as you can imagine, in keeping skin in its most youthful state. From plumping and firming the skin by maintaining moisture levels to strengthening the skin's natural protective barrier, research consistently shows that Ceramides are one of the most effective anti-aging ingredients for supple, hydrated, and all around glowing skin. They are even considered to be more important than retinol, niacinamide, and peptides in dramatically rejuvenating aged skin. Unfortunately, Ceramide levels in the skin dramatically drop with age. By age 40, people lose about 60% of their natural Ceramides. Many common compromised skin disorders can be traced back to low Ceramide levels and even the Ceramide levels in younger skin can be greatly impacted by seasonal weather changes, overexposure to sun, overuse of soaps and exfoliants. So, no matter what your age, Ceramides are not only invaluable, but essential for ageless-looking skin.

# FAQs

## **Why use a serum?**

Serums are great for every skin type and for any age to keep skin looking and feeling youthful. By delivering high concentrations of active ingredients, serums work with targeted action delivering ingredients to the deepest layers of the skin to help smooth fine lines and wrinkles, brighten and reduce hyperpigmentation, provide antioxidant protection, and stimulate collagen. The Age Reversal Serum does it all!

## **Is a serum the same as a moisturizer?**

No, they are not the same. While the Age Reversal Serum contains ultra-hydrating and moisturizing ingredients like Triple Molecular Weight Hyaluronic Acid, Ceramides, Vitamins, and other skin essentials, you still need a moisturizer to lock in hydration and prevent water from evaporating from the surface of the skin, resulting in dry, dehydrated, and inflamed skin. A moisturizer provides a protective, occlusive layer or barrier to keep all the good anti-aging ingredients from our Age Reversal Se-



rum in the skin, while keeping all the bad stuff out. They really work hand-in-hand to keep the skin in its healthiest, most youthful state.

### **How long will it take to start seeing visible results?**

It really depends on many things: your age, genetics and the current condition of your skin. Visible results will vary from person to person based on the natural process of your own skin cell turnover and renewal. Your skin will look noticeably more hydrated and be softer to the touch with just a single use but the results of the Age Reversal Serum will continue to build with each use. As with any good skin care routine, you should continue using the product for a minimum of 3-4 weeks allowing your skin to adapt to the ingredients and get the most out of each active ingredient. To achieve the full anti-aging skin renewing benefits of the Age Reversal System, we recommend using the serum twice daily for at least 90 days.

### **Can I use this product after exfoliating my skin with scrubs and acids?**

Absolutely! The Age Reversal Serum is the perfect follow-up to exfoliating skin care products. In fact, routine exfoliation is necessary for

maintaining healthy skin cell turnover ensuring a healthy, radiant complexion as we age. Gently exfoliating your skin before applying the Age Reversal Serum is one of the best ways to jumpstart your anti-aging skin care routine and guarantee the deepest penetration of the serum's potent anti-aging ingredients. Depending on your skin type, we recommend using a gentle exfoliant 2-3 times weekly at night to help slough away dead, devitalized skin cells to reveal the healthy, youthful cells beneath. When used post-exfoliation, the Age Reversal Serum will return skin to its natural pH, soothe and calm inflammation, and replenish and rehydrate the skin with essential ceramides and humectants. Try using the Nanomist Activator + Concentrate (sold separately) for the complete Rapid Age Reversal experience.