

ENVIRON™

GOOD SKIN SENSE NEWSLETTER Volume 1

ENVIRON™ WAS FOUNDED BY DR DES FERNANDES IN 1990

Dr Des Fernandes studied in South Africa and obtained his Fellowship of the Royal College of Surgeons in Edinburgh. He initially trained as a Cardiac Surgeon, worked in the National Heart Hospitals of the U.K and then worked with Professor Christian Barnard's cardiac surgery team. He subsequently specialised in the field of plastic surgery in which he has gained the respect of his international peers. He has specialised in facial work and is not only involved in cosmetic facial surgery but also upper lip and palate research in Cape Town, South Africa.

THE MOTIVATION FOR THE BIRTH OF ENVIRON™

My concern for skin cancer in the early 1980's was the reason why I started research that eventually led to the Environ™ Original range. I knew from my experience, and also from statistics, that skin cancer was increasing and it seemed a logical idea to attribute this to the then newly discovered "ozone hole". I also knew that attempts to stop the damage to the "ozone hole" would not start to take effect until well into the 21st Century. Therefore, we had to do something to protect our skins. It was my misfortune between 1979 and 1980 to have two young patients with melanoma who both died before they were 23 years old. That horrible experience leaves an indelible scar on one's life as a doctor. We want our patients to become healthy adults and live full lives. Those two people did not get the chance because of a disease initiated by the sun. I understood that I would see more and



more young people like them coming in for the diagnosis that would shorten their lives. For that reason I started reading into the mechanism of skin cancer. At that time people laughed when I spoke about free radicals (it was not the household word that it has now become.) Pharmaceutical companies were not interested in putting vitamins into skincare so initially

I used to prepare vitamin A creams myself. I hunted for a chemist and then we created the creams, which I offered to my patients (from 1988 onwards). The creams become so popular that people made appointments to see me just to obtain those creams. That was when I decided to start a company to sell the creams. I believed that these creams would help to keep their skins healthy.

*Des Fernandes,
MB;B Ch; FRCS (Edin)*

SENSA SKINCARE PTY LTD

Distributors of Environ® NSW and ACT

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ENVIRON™
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A BEAUTIFUL SKIN FOR A LIFETIME

Avoidable Sun Damage

As the sun's bad effects only appear later in life it is important to make all children sun wise to avoid wrinkled old skin and cancer.

The most common skin problem for men and women (especially fair-skinned people living in the sun belt of the world) is sun damage. It is splendid to bask in the vital energy of the sun and, when we tan, we appear so healthy – but in fact the sun is slowly destroying our skins. While immediate effects of the sun are often deceptively pleasant, the long-term effects are ugly and have become so usual that most people consider it to be natural ageing. The long-term effects of sun exposure are sinister – skin cancer may occur either as a simple rodent ulcer or in more malignant forms. The damage caused by the sun is called photo-damage or photo-ageing which is preventable.



Figure above: If we do not protect our skin whilst young by replenishing vitamin A every day then we will end up with sun damaged skin - which is avoidable.

WHAT DOES VITAMIN A DO FOR THE SKIN?

- ✓ It improves the colour of the skin and makes it look fresher and brighter.
- ✓ It protects your skin and slows down premature ageing.
- ✓ It helps to repair any sun damage.
- ✓ It softens wrinkles as it helps the skin to make healthier collagen.
- ✓ Helps to fade pigmentation and dark spots.
- ✓ Moisturises the skin by improving moisture levels inside the skin cells so the skin looks dewy.
- ✓ Strengthens the immune system of the skin so the skin is less prone to bacterial and viral infections such as rosacea and acne.
- ✓ Helps with repairing scars by improving collagen and elastin levels.
- ✓ It strengthens the skin making it more resilient.
- ✓ It heals more quickly.



WHY IS ENVIRON SO DIFFERENT AND SO SPECIAL?

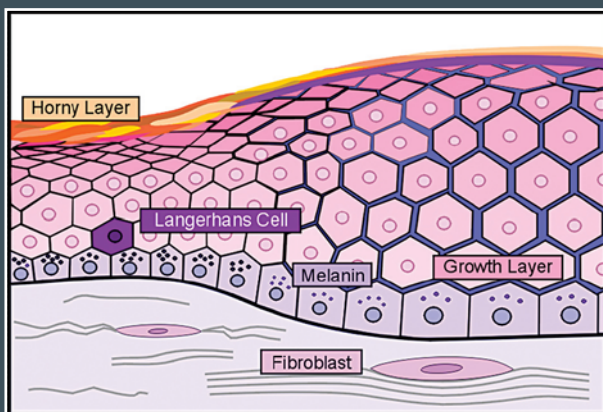
- ❁ The Environ products are backed by science and every ingredient is included for a scientific reason and not just as a marketing ploy. Environ is a cosmeceutic and not just a cosmetic as it contains many active ingredients.
- ❁ Every ingredient in Environ is good for your skin.
- ❁ Contains no harmful or dangerous ingredients. It is even safe enough to eat!
- ❁ Environ contains no perfumes, no preservatives and is not tested on animals.
- ❁ It contains the highest dose of vitamins available in a skincare.
- ❁ Gentle and hypo-allergenic.
- ❁ It is chirally correct.
- ❁ Environ is unique as it contains the freshest possible ingredients to be as efficient as possible to get you the best results available in a skincare.
- ❁ Special packaging protects the active ingredients from light and air.
- ❁ Varying strengths of vitamins to gently acclimatise your skin to stronger and stronger vitamin A.
- ❁ No nanotechnology ingredients used in Environ products.





HOW SOON CAN I EXPECT TO SEE RESULTS?

- ❁ Many people see results in mere days as their skin looks fresher.
- ❁ Friends will say that you look well!
- ❁ Wrinkles begin to soften in weeks.
- ❁ In months the health of your skin begins to improve.
- ❁ The longer you use vitamin A on your skin the better as it helps to improve damaged cells. So you have to think about Vitamin A as your skin's insurance.
- ❁ Results will be achieved more quickly with a combination of homecare and salon treatments.
- ❁ A combination of products will be tailor-made to suit your personal concerns for quicker results.



Left side of image shows a Vitamin A deficiency

Right side shows an improvement after using Vitamin A for 12 months

QUESTIONS & ANSWERS

Question:

Why should I stay on Environ? Do you have to give your skin a rest from Vitamin A?

Answer:

You destroy vitamin A in your skin every time you go out into light so you need to replace it every day just to try and keep up with the deficiency.

You must never let your skin levels of vitamin A drop unless you want to look older. Vitamin A will normalise your skin and depending on the severity of the condition you may need very high levels or just medium levels of vitamin A. This is where your skin therapist will advise you.

Question:

Why is Environ™ only sold in salons and clinics and not in departmental stores or over the internet?

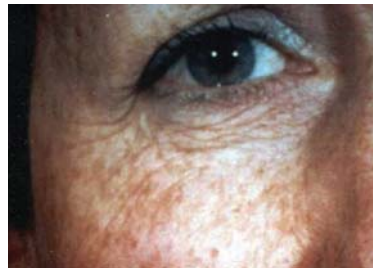
Answer:

- ❁ Environ is a cosmeceutic with active ingredients and needs to be prescribed especially for your skin to give you the best results.
- ❁ Every skin condition is different and each skin needs to be analysed and products prescribed depending on your lifestyle as well as on environmental factors.
- ❁ Environ stockists have to go through rigorous training and have to write examinations (with an 85% pass mark) to enable them to stock Environ products so they can prescribe them for you. Look for their Environ certificates authorising this.
- ❁ Environ™ has no authorised online shops and any product purchased online is not guaranteed by Environ™ in the case of a reaction, allergy or a defective product.
- ❁ Beware there are copies of Environ sold over the internet claiming to be genuine. Genuine Environ is never sold over the internet.

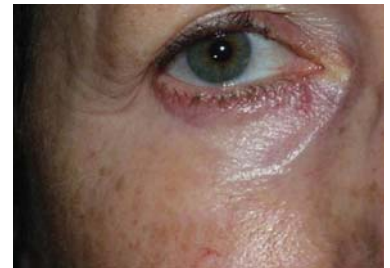


Environ's C-Quence Eye Gel

employs the latest cosmetic technology by using a unique combination of three super-powerful peptides, **Matrixyl®**, **Dermaxyl™** and **Argireline®**, for use on the delicate and sensitive eye area, particularly where "crow's feet" and deep lines are visible. The anti-wrinkle benefits of Matrixyl® and Dermaxyl™ are further enhanced with the muscle relaxing properties of Argireline®, effectively tripling the efficacy of this unique formula. These three peptides work in synergy with vitamins A, C and E to further promote a healthy younger looking skin. This light gel formula has been proven to be effective in reducing the appearance of wrinkles.



BEFORE



AFTER



This broad spectrum UVA and UVB Antioxidant Moisturiser contains sun filters and sun reflectants, providing an SPF 15 for protection from both UVA and UVB irradiation. RAD also contains a free radical scavenging system consisting of antioxidant vitamins E, C and beta-carotene to combat the effects of the sun and pollution on the skin. Antioxidants are agents used to "mop up" free radicals which assist in reducing free radical damage. Free radicals are what cause premature ageing of the skin such as sun damage, fine wrinkles, pigmentation and dehydration.

- ✿ RAD does not contain nanoparticles. It contains no fragrance or preservatives so is safe to use on the most sensitive skins.
- ✿ RAD should be applied after your AVST Vitamin A product. Apply RAD liberally 15 to 30 minutes before going into the sun and reapply every two hours if in direct sunlight.
- ✿ RAD is highly recommended for all skin types and is suitable for all ages including children over the age of six months.

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FOR SKINCARE THAT MAKES A DIFFERENCE