

Staying Firm About Aging

(NAPSA)—Youthful skin has high levels of elastin and collagen—two important structural proteins—that decrease with age. After the age of about 30, however, firm, resilient skin may start to give way to a sagging and wrinkled appearance.

“We believe one of the single most important causes of age-related skin sagging is the loss of skin elastin fibers, which are the restorative force in the skin. Everyone, whether female or male, will begin to lose skin elastin fibers beginning around age 30,” explained Helen Knaggs, Ph.D., vice president of research and development for Nu Skin.

Ethocyn: Clinically Proven to Increase Elastin

In clinical trials at UCLA, after three months of twice daily use of Ethocyn, a molecule designed to restore elastin, participants aged 40 to 77 averaged a 166 percent increase in elastin content. Their elastin was restored to the same level as that in the 18- to 25-year-old control group. According to the researchers, it’s been clinically shown that Ethocyn gives you the youthful elastin fiber content of a 20-year-old.

Ethocyn in Skin Care Products

Fortunately, Ethocyn is available in select cosmetic products. To address sagging skin, many men and women are choosing Tru Face Essence Ultra, Nu Skin’s clinically proven “Firming Specialist” with Ethocyn, as well as co-enzyme Q10 and Tegreen 97 in a protective antioxidant network.

Together, these active ingredients can help restore facial firmness, enhance elasticity and prevent future signs of aging.

Tru Face Essence Ultra comes in single-dose capsules that make it easy to apply the right amount.



The ingredient Ethocyn has been proven to keep skin firm and younger looking by boosting elastin fiber content to that of a 20-year-old.

Use two capsules a day, one in the morning and one at night, for the most effective results.

Everyday Skin Care

Additional steps to firm, youthful-looking skin include simple measures such as cleansing, moisturizing and protecting your skin every day, as well as eating a healthy diet:

- Plump, supple skin needs to be amply moisturized. Maintaining the moisture balance of the skin helps to protect structural proteins from degradation.
- Limiting sun exposure with sunscreen is one of the best things you can do for your skin. UV rays cause free radical damage that results in the deterioration of structural proteins, including elastin.
- A diet that includes fresh fruits and vegetables provides the skin with the nutrients needed for daily repair and protection from free radical damage.

Learn More

For more skin care information or to order Tru Face Essence Ultra, call (800) 487-1000 or go to www.nuskinusa.com.