

## Florencé™

RENAISSANCE ANTI-AGING FACIAL CREAM



FLORENCÉ is a potent, youth-promoting skin cream designed to effect a firmer and fresher facial appearance. Its "all-in-one" blend of therapeutic ingredients is intended to simplify your life by replacing a cabinet full of facial creams.

## Florencé™ PLUS

RENAISSANCE ANTI-AGING FACIAL CREAM



FLORENCÉ PLUS is a Deluxe, extra moisturizing version of Florencé facial cream. Added ingredients include 5 of nature's most remarkable and therapeutic emollients. They are: Shea Butter; Mango Butter seed oil; Avocado oil; Almond oil; and Grape Seed oil.

## Florencé™ SILK

ANTI-AGING EYE CREAM



FLORENCÉ SILK is a nutrient-rich eye cream created with genuine SILK protein fibers that easily absorb into the skin. Silk protein contains an amazing 18 amino acids among which are glycine, alanine, serine, proline and tyrosine. They help to nourish the sensitive area around the eyes to effect a firmer and fresher facial appearance and a reduction of puffiness and dark circles.

## Florencé™

RENAISSANCE FACIAL MIST



FLORENCÉ RENAISSANCE FACIAL MIST is a unique blend of Essential Oils, Botanicals, Antioxidants, and Hyaluronic Acid in a base of Icelandic Spring Water. It is designed to:

- Hydrate, refresh, and tone the skin while calming and uplifting the mind.
- Retain moisture and maintain skin suppleness while providing protection for the skin.
- Ease fine lines and leave the skin with a radiant, moist finish.

## America's Most Versatile, Therapeutic and Comprehensive "All-IN-ONE" Nutritional Face Cream

### ★ TESTIMONIALS ★

#### "The Fountain of Youth!"

Cindy Ransom, Naturopathic Doctor  
Director  
Natural Health Innovations  
Golden Valley, Minnesota

#### "...elixir to the skin!"

Silvina Clariana  
Former cosmetic product training manager for Shiseido Skincare from Japan at Macy's Herald Square, New York City

#### "...unlike anything I have ever used."

Gail Kuziel  
Patient Care Coordinator  
Center For Esthetic Dentistry  
New Haven, Connecticut

#### "...therapeutic levels of quality ingredients make this product incredible!"

Dr. Paul C. Mach  
Holistic Healthcare Alliance  
Springfield, Illinois

#### "...feels like I am a teenager again."

Terri Chittenden  
Marketing Support Specialist  
Designs for Health, Connecticut

#### "...miracle balm on my skin."

Submitted by a Florencé client of  
Mick Weber, M.S., Health Consultant  
Nashville, Tennessee

Visit our website for a full review  
of Florencé testimonials  
[www.nutrascience.net](http://www.nutrascience.net)

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Made in  
The USA



NUTRITIONAL SCIENCE

"Simplifying Beauty Through Science & Nature"

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FACIAL CREAM



FLORENCÉ is a potent, youth-promoting skin cream designed to effect a firmer and fresher facial appearance. Its "all-in-one" blend of therapeutic ingredients is intended to simplify your life by replacing a cabinet full of facial creams.

FLORENCÉ'S nutrient-dense texture is formulated with rich doses of anti-aging cosmeceuticals and powerful antioxidants designed to deliver optimal nutrition to your skin. It is especially created to: protect the skin from premature aging caused by oxidative stress; restore, repair, and revitalize the skin; maintain and enhance the skin's immune status; nourish and moisturize the skin.

FLORENCÉ'S synergistic blend of ingredients, composed from over 30 nutraceuticals, vitamins, botanical extracts, amino acids, enzymes, essential oils, herbs, and phyto-nutrients, is scientifically proven to provide your skin with the following potential benefits:

- Softer, smoother, more radiant skin
- Healthier, more youthful appearance
- Diminished appearance of wrinkles and fine lines
- Visible lifting and firming of the skin
- Decreased pore size
- Antioxidant and anti-inflammatory protection
- Enhanced collagen and elastin formation
- Protection from exposure to environmental toxins, pollutants, and sun
- Well-nourished and hydrated skin

FLORENCÉ was created by nutritional scientist Patrick Moore, M.S., with precious contributions from former L'Oreal executive and holistic biochemist Fabienne Cottin, M.S. It is dedicated to their mothers, - both are named Florence. In essence, FLORENCÉ is dedicated to all the mothers of the universe who are the true creators of life and the embodiment of beauty.

## Information overview of key ingredients in **Florence™**

# NUTRITIONAL SCIENCE

"Simplifying Beauty Through Science & Nature"

### HYALURONIC ACID

Is a viscous protein that forms part of the structural support framework beneath the skin. Youthful skin contains an abundance of Hyaluronic acid – we lose much of it as we age. This naturally occurring compound helps skin retain moisture, repair damage, and maintain skin suppleness. It acts like a supersponge, holding up to 1000 times its own weight in moisture. Retaining the skin's moisture contributes to a youthful, glowing complexion. By helping to significantly plump up skin tissues, Hyaluronic Acid may also help to diminish fine lines, crow's – feet, wrinkles, and prevent new wrinkles from forming. Further, Hyaluronic Acid contributes to collagen production and may lessen the appearance of scars.

### FULL- SPECTRUM VITAMIN E (Tocopherols and Tocotrienols)

Vitamin E has been shown to have excellent moisturizing and nourishing effects on the skin; possess skin-healing qualities; improve skin texture; fade scar and stretch marks; and diminish wrinkles. However, most people are unaware that Vitamin E exists in eight different forms. Each form has its own biological activity, which is the measure of potency or functional use in the body. Most skin creams contain only one form of Vitamin E. FLORENCE has all eight molecules of Vitamin E (the way nature intended), including the recently researched Tocotrienols. Studies have shown the antioxidant effects of Tocotrienols to be 40-60 times more powerful than the traditionally used Vitamin E, Alpha Tocopherol. This makes FLORENCE more effective in providing antioxidant protection and preventing free radical damage to the skin, especially against UV sun radiation.

### VITAMIN C ESTER/ASCORBYL PALMITATE

FLORENCE is formulated with Ascorbyl Palmitate, a special fat-soluble form of Vitamin C that is rapidly absorbed by the skin, achieving six to seven times higher absorption levels than traditional Vitamin C, ascorbic acid. As a fat-soluble nutrient, Ascorbyl Palmitate can penetrate the thin membrane that encases a cell – the cell plasma membrane. This results in superior protection against free radicals and oxidative stress exactly where they cause the most damage – the outer portion of the cell. Ascorbyl Palmitate has multiple benefits for the skin. Research demonstrates it possesses a greater ability to stimulate the growth of fibroblasts, the cells that help produce collagen and elastin in human skin. This contributes to thicker and firmer skin, improved tone and texture and a more youthful appearance. It also contains anti-inflammatory properties that inhibit the production of arachadonic acid, a substance which contributes to skin inflammation. Further, clinical trials suggest Ascorbyl Palmitate may reduce fine lines and wrinkles, age spots, crow's feet, and produce a glowing facial appearance.

### ALOE VERA

Is a cactus-like plant related to the lily family. It contains over 75 therapeutic compounds. Known by the early Egyptians as the "plant of immortality," the beauty of Cleopatra and Nefertiti was partially attributed to bathing in Aloe gel. Its age-old reputation as a skin softener, skin soother (burns), skin healer, moisturizer, analgesic, and anti-inflammatory agent is due to the numerous enzymes, nutrients, and plant compounds known as polysaccharides. Through the action of its polysaccharides, Aloe has the ability to provide the skin with water-binding abilities, thereby restoring and retaining moisture. Combined with another compound found in Aloe, Lignin, the Polysaccharides help Aloe Vera to penetrate through the layers of the skin, allowing deep absorption. This penetrating action permits other nutrients to enter and nourish the inner layers of the skin. Further research suggests that Aloe Vera increases the skin's support protein, Collagen (which keeps skin firm and youthful looking), by increasing human fibroblast cells six to eight times faster than normal cell production. Aloe Vera has also been known to be an excellent cleanser; it exfoliates old cells; cleans the pores; mops up excess oils; and removes wastes and toxins. In addition, Aloe Vera has a tightening, astringent action which reduces large pores and the possibility of blemishes. FLORENCE contains ample amounts of Aloe Vera.

### CO-ENZYME Q-10

Is a molecular sparkplug found in all of the cells of the body and is responsible for energy production. It is a fat-soluble nutrient and therefore concentrates in the fat area of the cell plasma membrane providing important antioxidant protection to assist in cell repair processes. Research suggests CO-ENZYME Q-10 can work wonders on the skin. Clinical evidence indicates it can reduce fine lines and wrinkles and help improve your skin's resilience, giving you firmer, younger looking skin. Its powerful antioxidant action can also protect the skin from damaging free radicals and oxidation caused by UV radiation and other environmental insults. FLORENCE is formulated with a significant dose of this protective nutrient.

### NUCLEIC ACIDS (RNA and DNA)

RNA / DNA are present in the nucleus of every cell in the body. They are essential for the production of new cells; cell repair; and cell metabolism. When we are young, we grow new cells quickly. With aging, new cells replenish more slowly. Clinical trials have shown that RNA improves cellular energy and sparks the migration of youthful cells to the skin's surface, replacing older cells. This results in a visible lifting/ tightening of the skin, diminished wrinkles, an improvement in the color and texture of the skin, and a reduction in age spots.

### DMAE (Dimethylamino-ethanol)

Is a nutritional substance used by many television news anchors to look their best before they go on the air. DMAE is found primarily in fish, especially alaskan salmon, sardines, and anchovies. When applied topically, DMAE can quickly and dramatically improve the appearance of sagging skin and under-eye bags by toning and strengthening the muscles under the skin's surface. The aging process causes skin to sag because the nerves that instruct muscles to stay toned work less efficiently. As a neurotransmitter brain chemical, DMAE makes nerves fire faster and better, producing facial muscles that contract more fully. This results in skin that looks firmer, less lined, and smoother. Research indicates the benefits of DMAE are cumulative: skin firmness and skin quality continue to improve the longer you use it. FLORENCE is formulated with a noticeable amount of DMAE.

### GABA (Gamma-aminobutyric acid)

Is an amino acid that promotes a calming effect on the central nervous system. Applied topically, research suggests it may promote a more restful, relaxed facial appearance.

### LECITHIN/PHOSPHATIDYL CHOLINE

Derived from soy, this fat-soluble nutrient can rapidly penetrate the skin allowing its natural emollient characteristics to soften, soothe and heal dry skin. In fact, this natural skin softener is absorbed so quickly it enhances penetration of other therapeutic compounds in FLORENCE to get into the cell plasma membrane and help to protect and rebuild it. Further, its anti-inflammatory and antioxidant actions help work against premature aging caused by sun exposure and oxidative stress.

### OLIVE OIL – BORAGE OIL – JOJOBO OIL – SUNFLOWER OIL

OLIVE OIL is a superb emollient that increases the skin's ability to maintain moisture while promoting skin softness, texture, and radiance. Therapeutic compounds in Olive oil such as Squalane, Oleic Acid, and polyphenols allow rapid and deep absorption into the skin providing nourishing antioxidant and anti-inflammatory activity. BORAGE OIL has a legendary reputation for creating supple skin. Its key ingredient, Gamma Linolenic Acid (GLA), helps the skin maintain elasticity; seal in moisture; nourish the growth of healthy skin cells; and reverse sun damage. Some research suggests the anti-inflammatory activity of GLA may be useful for treating Eczema. JOJOBO OIL is extracted from the acornlike fruit (nuts) found in the southwest of the United States. Jojobo oil contains seventeen amino acids, numerous antioxidants, and an important constituent, myristic acid. It softens, nourishes, and moisturizes the skin and may be especially beneficial for mature and dry skin. Known as a carrier oil, it is able to penetrate the skin rapidly and transport other therapeutic ingredients along with it. Its anti-inflammatory properties may help to heal inflamed skin conditions and lessen excessive sebum production. SUNFLOWER OIL is a beneficial skin softener rich in nutrients including the mineral Zinc, the amino acid Arginine, and vitamin E. Zinc is essential for collagen formation and wound healing and an important constituent of many antioxidant enzymes including the potent superoxide dismutase.

### ESSENTIAL OILS

Essential oils are often referred to as the soul, heart, and life force of aromatic plants. They provide the plant with its particular signature scent and help protect it from diseases. They are used around the world in the fields of medicine, psychology, and cosmetology to promote health and well-being.

FLORENCE has a gentle, citrus aroma created from blending three of nature's most aromatic and therapeutic oils. The three essential oils are: LAVENDER MAILLETTE: grown in the high mountain regions of Provence, France, this superior Lavender oil is known for its calming, stress-relieving effect on the central nervous system. It helps stimulate skin cell rejuvenation; tightens and purifies pores; and has moisturizing and antibacterial properties. GERANIUM ROSE: helps refine skin texture; maintains skin moisture; may smooth wrinkles; and has anti-anxiety influences on the central nervous system. LEMON OIL: its natural acidic properties soak up excess oils without being too drying on the skin; acts gently to exfoliate skin; has a refreshing and elevating effect on energy and mood; promotes mental clarity; and contains unique flavonoids and vitamin c compounds that boost skin immunity. A recent study suggests the scent of lemon (due to a therapeutic compound in lemon named limonene) helps to absorb air pollution (ozone), thereby helping to protect lung airways from inflammation.

### MSM (Methylsulfonylmethane)

MSM is a naturally occurring sulfur compound that helps to nourish the skin and keep it smooth, healthy, and youthful. It possesses anti-inflammatory properties and is used for the synthesis of collagen, the principal protein that gives skin its structural integrity.

### PANTOTHENIC ACID (VITAMIN B – 5)

Has been shown to be therapeutic for producing healthy skin. It is known to promote healing by helping with tissue repair resulting in smoother skin, improved texture, and the reduction of enlarged pores.

### AMINO ACID COMPLEX

LYSINE is an essential amino acid and a necessary building block for all protein. It plays a key role in collagen formation and tissue repair. Lysine stimulates collagen producing cells resulting in improved skin tautness and elasticity. It has anti-viral activity, especially against cold sores. ARGININE is an amino acid found in high concentrations in the skin and connective tissues. It is an important component of collagen and helps heal and repair damaged tissue. Arginine helps control blood flow to the skin by promoting the healthy production of nitric oxide. ACETYL-L-CARNITINE (ALC) is an amino acid-like nutrient vital to the production of cellular energy. The more energy our cells have, the greater their capacity to perform necessary cellular repair functions and protect against the ravages of stress. ALC is known for its ability to reverse skin discoloration and promote skin health. Recent research suggests it may have a synergistic relationship with the potent antioxidant, Alpha Lipoic Acid, a nutrient found in FLORENCE. TAURINE is a sulfur-based amino acid (sulfur is known as the beauty mineral and crucial for the synthesis of collagen) and a building block for all of the other amino acids. It has antioxidant activity and is found primarily in fish.

### CO-ENZYME A

Performs a vital role in the process by which all cells generate energy and supply power to the body to function effectively. It is involved in the neurotransmitter synthesis of acetylcholine, a nutrient that plays a key role in promoting skin tone and firmness. Co-Enzyme A is also the active form of Pantothenic Acid (B-5), the vitamin known to promote healthy skin and healing by helping with tissue repair.

### RETINYL PALMITATE (VITAMIN A)

Vitamin A is essential for the growth and maintenance of epithelial (skin) tissue. It keeps skin healthy and helps prevent dry skin and premature aging. Skin heals better with Vitamin A; - the nutrient stimulates the release of a compound that facilitates tissue repair and protects the cells against free radical damage while they are regenerating. Vitamin A activates skin cell renewal and youthful skin cell production by increasing the rate of mitotic cell division and facilitating the stimulating effects of epidermal growth factor.

### ALPHA LIPOIC ACID (ALA)

One of the most versatile, anti-aging nutrients ever discovered, ALA works to improve the overall appearance of the skin. It is called the "universal antioxidant" because it is both fat and water soluble. This allows ALA to easily absorb through the layers of the skin and work equally well to combat free-radical oxidative stress in both the cell plasma membrane and the watery interior of the cell. Research indicates it is 400 times stronger than Vitamin E and C combined. ALA plays a key role in cellular energy production. By working to increase a cell's metabolism, ALA is able to prevent and repair collagen damage while blocking the production of enzymes that damage collagen fibers, preserving a smooth skin surface. Clinical trials demonstrate ALA's ability to tighten pores, reduce facial lines and under-eye circles and puffiness, lessen redness and rough skin, aid in exfoliation and diminish skin inflammation. In addition, ALA's capacity to regulate production of nitric oxide, which controls blood flow to the skin, helps to promote a healthy skin glow. Some research even suggests ALA may prevent and reverse scar formation. Further, ALA has a unique ability to extend the lifespan of Vitamin C, E, and Glutathione (the cell's most important internal antioxidant), providing your skin with extra protection. FLORENCE contains a therapeutic quantity and pharmaceutical grade quality of ALA obtained from Europe.

### INGREDIENTS

ACETYL-L-CARNITINE, ALOE VERA, ALPHA LIPOIC ACID, ARGININE, ASCORBYL PALMITATE (VITAMIN C), BEESWAX, BIOTIN, BORAGE OIL, CAPRYLIC/CAPRIC TRIGLYCERIDES (COCONUT OIL), CETEARETH-20, CETEARYL ALCOHOL, COENZYME A, COENZYME 10, DHEA, DIMETHICONE, DISODIUM EDTA, DMAE, GABA (GAMMA-AMINOBUTYRIC ACID), GERANIUM ROSE OIL, GLYCERIN, GLYCERYL STEARATE, HYALURONIC ACID, H2O2, JOJOBO OIL, LAVENDER MAILLETTE OIL, LECITHIN, LEMON OIL, LINOLEIC ACID, LINOLENIC ACID, LYSINE, METHYLPARABEN, METHYLSULFONYLMETHANE (MSM), OCTYLDODECANOL, OLIVE OIL, PANTOTHENIC ACID (VITAMIN B-5), PHOSPHATIDYL CHOLINE, PROPYLPARABEN, PURIFIED WATER, RETINYL PALMITATE (VITAMIN-A), RICINOLEATE, RNA/DNA (SOY), STEARIC ACID, STEARYL ALCOHOL, SUNFLOWER OIL, TAURINE, TOCOTRIENOLS (AS D-ALPHA, DELTA, BETA, GAMMA), TRIETHANOLAMINE, VITAMIN D3, VITAMIN E (AS D-ALPHA, GAMMA, DELTA, BETA TOCOPHEROLS), VITAMIN K.

### DIRECTIONS

Smooth cream on clean face and neck, morning and night. May be used alone or under makeup. Although not necessary, FLORENCE may be refrigerated. Applying the skin cream cooled has an extra soothing and anti-inflammatory effect on the skin.

### PLEASE NOTE

- Everyone's skin is as unique as everyone's personality. Therefore, results may vary for each person. FLORENCE is designed to address most skin types.
- Due to the dense nature of FLORENCE'S nutrient-rich texture, occasional stirring of the cream may be beneficial.
- For sensitive skin, start with FLORENCE every other day. Let the power of FLORENCE adjust to your skin while your skin adjusts to FLORENCE.
- The information contained in this brochure is for information purposes only. It is not intended to replace medical advice or be construed as putting forth any claim or cure for any kind of acute or chronic skin problem.

**QUESTIONS OR COMMENTS**  
Please email us at: [florence@nutrascience.net](mailto:florence@nutrascience.net)

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