

Beauty From Within

We live in a society that places high emphasis on beauty. People aim to achieve the elusive beauty and youthfulness. From television commercials to the pages of magazines, body weight and skin complexion are glamorized. Appearance almost always determines a person's career opportunities, relationships, and overall satisfaction in life.

With the advances in medicine and technology, people are now expected to live longer, but looking young and beautiful has been the ultimate goal. From fine lines and wrinkles to age-related illnesses, ageing continues to stand in the way to people's desire to look and feel good.



The Truth about Ageing

With the reality of a stressful society we live in and the growing concerns on pollution and toxicity in the environment, achieving total beauty continues to challenge the health and wellness and cosmetic industries. The American market is crammed with products that promise to give that youthful glow, but the effects are shown to be short-lived. None of these are able to successfully address the root cause of the problem.

As the body matures, so does its needs. Men and women who are past their prime must understand that in order to look and feel good, they must condition their body from within through proper detox and nutrition.

Beauty Hormones

As the body matures, it decreases production of certain hormones necessary to keep it in top shape. Women will experience low levels of estrogen, progesterone, and DHEA as they age, resulting in dulling skin, lifeless hair, and weak nails to name a few. On the other hand, there will be an increase in insulin and cortisol levels in their bodies, which are known to cause signs of aging, says Natasha Turner, N.D., founder of the Clear Medicine wellness boutique.



Let's take a look at the hormone estrogen, for example. This hormone is responsible ***“for all of the elements of the feminine aesthetic,”*** says Dr. Rebecca Booth, gynecologist and co-founder of VENEFFECT. The thinning of this ‘beauty’ hormone among women usually starts in their mid to late 40s.

A Toxic Environment

According to Dr. Norman Sharpless, director of the Lineberger Comprehensive Cancer Center at the University of North Carolina, genetic studies show that only 30 percent of ageing is genetic, 70 percent comes from the environment, reported FoxNews.

In a report by the **National Geographic**, more evidence is found on the role of “gerontogens”—such as toxic chemicals or stress—in making to body to age faster. This finding offers a clue on why people age differently—why others are still skydiving at 70 while others cannot even bring themselves to the bathroom.

“Arsenic in groundwater, benzene in industrial emissions, ultraviolet radiation in sunlight, and the cocktail of 4,000 toxic chemicals in tobacco smoke” are some of the possible gerontogens. Excessive ingestion of calories and psychological stress are also included in the list.

The accumulated toxins will consequently compromise the body’s normal function, resulting to sickness and early symptoms of aging. The cells in the body become damaged and lose their ability to divide. As these damaged cells accumulate, they consume resources in the body and release hormones with inflammatory properties. This results to faster ageing and age-related diseases.

Petronely Grindea

As a mature woman herself, Petronely Grindea has learned plenty of things that make women feel attractive as they age. Her 20 strong years of professional experience have placed her to be one of the respected names in the spa and wellness industry. Working with industry giants, such as Elizabeth Arden and Estee Lauder, Petronely has been leading innovations that have helped transform the lives of countless women here and abroad. The breakthroughs she discovered with a team of experts through meticulous research have been successfully incorporated in the many spas that she established in the United States and abroad. And with Innovative Wellness 360, she has helped other companies launch similar businesses in North America, Europe, and Asia.



With the conviction that health begets beauty, she created the first wellness center with integrative medicine in Stamford, Connecticut. She has also brought Long Island Plastic Surgery Group with 14 plastic surgeons and built the first integrated **Medi Spa for Maximus**, a company with multiple spas and salons, which was considered to be one of the highlights of her career as a spa and wellness expert. A Medi Spa was practically unheard of at that time and definitely the first of its kind in the country.

With strong background in health and wellness, Petronely Grindea has been actively advocating the “beauty from within” concept. Together with a team of experts in nutrition, she conducted an extensive research that aimed to provide total solution to the problems associated to aging. Her pursuit for excellence propelled her to find the best minds and technology to harness nature’s ability to deliver beauty and over-all wellness. This results in the creation of products that are manufactured only with pure and organic elements, which are proven safe without compromising potency.

How LifeBotanica Started

Almost 30 years ago, Petronely left her homeland, Romania, determined to seek better opportunities in the US. She landed a successful career in the cosmetics industry and was working very hard. However, the long hours of work and extensive travels eventually took a toll on her health. The stress caused her a severe back pain. After the local doctors and conventional treatments failed her, she decided to visit Romania in search of a cure.

In the Black Sea, she discovered a wellness spa that deliver a variety of therapies and integrated neuropathic herbal remedies. Within a few weeks’ time she noticed that her body was responding well to the botanical treatment, a practice inspired by 200-year-old European tradition. After a multitude of treatments that she underwent to no avail, she finally found her healing with natural elements. It also made her feel and look beautiful. This inspired her to formulate a solution that makes a person beautiful inside out. She then then decided to bring her discovery to the United States.



Importance of Detoxing the Entire Body

In conjunction with cosmetics, *LifeBotanica's Detox Complete and Age-Defying provide total solution to beauty and wellness.* To get the optimum results, it is important to detoxify—to cleanse the body from toxins—and fortify with anti-aging elements. The first step in achieving the goal is detoxing.

According to a European tradition, the human body is considered a temple, and it is important to cleanse before healing occurs. This principle inspired the development of the 21-day detox program of LifeBotanica.

Over time, as the body ages, toxins accumulate in the body. These toxins can compromise the body's healthy function, leading to various health concerns. The presence of free radicals—a form of toxin—causes the body to age prematurely.

It is also important that the cleansing process must be at cellular level. Colon cleansing, a popular form of detox, does not accomplish as much. While popular brands of detox are laxative-based, LifeBotanica's detox works on individual cells for thorough cleansing. Cellular level cleansing is shown to give benefits that last far longer because of its whole body cleansing capacity.



Despite the popularity of organic diet, people cannot fully avoid the toxins that get into their bodies, considering the harmful chemicals present in the environment. Toxins can cause allergies, heart disease, cancer, and autoimmune diseases, to name a few.

LifeBotanica's Detox Complete contains a range of powerful healing herbs such as milk thistle, burdock root, wild carrot and couch grass. The abundant combination of the healing properties of these natural elements makes them potent in their cleansing abilities. It effectively cleanses the kidney and the liver, as well as reduces the fat percentage in the body and guards the cells against chemical damage.

LifeBotanica's Detox Complete is especially formulated to be gentle on the body. It means that it doesn't dehydrate the body—unlike most products in the American market—and is not harsh on the intestines. It replenishes as it removes the toxins in the body.

The new award-winning revolutionary **21 DAY DETOX PROGRAM** drew its inspiration from the 200 years of European nutritional history and science. To mention some of its benefits, the program will rid the body of toxins, boost energy level, and make the skin look radiant and youthful, as well as reduce unwanted fats in the body.



After the cellular level cleansing, Petronely emphasizes the need to repair and replenish. It is not enough to just rid these body toxins. It is also necessary to rejuvenate and restore the lost vitality of the cells by supplementing the body with powerful vitamins and elements such as those found in LifeBotanica's Age-Defying to boost the body's system. Backed up by serious research, she came up with the second step:

Age Defying: The Final Solution to Anti-Aging Benefits

After detoxifying the body, it must be supported with genetic nutrition to optimize bodily functions. LifeBotanica has also come up with a product which contains a wealth of anti-aging ingredients that efficiently assists in the internal repair and reverses and slows the aging process on a biological level.



Its main ingredient Resveratrol 500 is scientifically proven to fortify the body's defenses against environmental toxins, free radicals, and life stresses that cause premature aging. ResVinol™, a key antioxidant in AGE DEFYING, promotes the slowing of the aging process through the stimulation of the SIRT1 gland. The gland does wonders in the repair and boosting of cells, warding off age-related conditions and illness.

Other exceptional ingredients in AGE DEFYING include COQ10, Lipoic Acid, Lutein, Zeaxanthin, Setria™-Glutathione, as well as specially blended concentrations of antioxidant rich berries. These combined anti-aging properties help protect the brain, teeth, eyes, skin and internal organs. Grape Seed Extract and Setria™, help prevent further cell damage by protecting cell membranes from oxidative damage, stopping free radicals in their tracks, and promote anti-aging through reversing the damage that causes wrinkles.

Bridging Supplements and Cosmetics

Although cosmetics have proven their worth in making women look good on the outside, the truth is that beauty is not only an external quality. The elusive qualities of youthfulness and radiance cannot be achieved by topical treatment alone. It's a by-product of a healthy body.

The cosmetics industry has begun to see valuable benefits of supplements. The combination of the two would break new grounds in the cosmetics industry.

Petronely has seen the potential of creating a product range that combines the healthful properties of supplements with top-of-the-line cosmetics. This complementation will allow individuals to look good on the outside and boost, protect, and nourish their bodies at the same time.

The cosmetics are designed to complement our **DETOX and AGE-DEFYING** supplements, working in synergy to form a holistic beauty formula:

- On the inside, our supplements Cleanse, Repair, and Restore the body to optimum health and wellness from within .
- On the outside, our cosmetics Rejuvenate and Restore the skin.
- The ultimate goal is to integrate the phenomenal ingredients of the LifeBotanica Detox and Age-Defying and transform into a total solution that will bridge the inside and out.

*With LifeBotanica's range of “**beauty from within**” products and commitment to a healthy lifestyle, one can enjoy the benefits of a healthy body and a glowing, youthful skin—a journey to looking more fabulous.*