



Absolute Beauty

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At Absolute Beauty we understand that YOU are the number one person in our business. Our care for you does not just stop as you leave our salon after your treatment. We truly believe that in order for us to truly offer you the highest level of client care it is our responsibility to:

- Educate you on all aspects of our treatments, so that you can make fully informed decisions.
- Educate you on all the "misconceptions and promises" made in our industry as a whole.
- Inform you in real language about technological advances in the beauty industry.
- Never make claims that we cannot keep.
- Educate you about skin care and common skin care ingredients and claims.

Absolute Beauty has developed these information sheets as we really do take our commitment to your health and well being seriously. Please enjoy this extra level of service from the leading beauty salon in Launceston. This article is on Vitamin C.

C's the Power!

Vitamin C has been reported to have numerous essential and beneficial effects on the skin. Vitamin C has many different "names" in our industry. This is perhaps the first thing that is important to clear up when learning about Vitamin C and your skin.

Vitamin C is defined as "Ascorbic Acid" in the dictionaries and cosmetic and scientific reference books. It can be easily described as the "pure form of Vitamin C". Many skin care products that make label claims to contain "Vitamin C" **do not contain** Ascorbic Acid but inferior derivatives of Ascorbic Acid, known by such names as Magnesium Ascorbyl Phosphate, Sodium Ascorbyl Phosphate, Ascorbyl Palmitate or Ascorbyl Glucoside. The most commonly used is Ascorbyl Palmitate. All these derivatives have been scientifically proven to be less stable than L-ascorbic Acid and less effective on your skin.

The most important fact to take from this is that unless the Vitamin C used in your skin care preparations is L-ascorbic Acid it is likely to be unstable and ineffective.

So why use Vitamin C for the care of your skin?

Vitamin C in the pure form of Ascorbic Acid has been reported through scientific studies to be beneficial to normal and photoaged (sun-damaged) skin including increasing your skin's production of dermal fibroblasts. These fibroblasts make collagens. You know the stuff that keeps our skin fat and plump and youthful.

It also protects the skin against the effects of UV A & UVB (sunlight) and prevents melanogenesis (the formation of melanin – think sun spots/liver spots/unwanted pigmentation).

Vitamin C is also known to stimulate ceramide production. Ceramides are the cells that together with proteins and carbohydrates make up the principle structure of all our cells, including obviously our skin cells.

So L-ascorbic acid (remember the pure form of Vitamin C) has many beneficial effects on keeping our skin healthier and younger for longer.

So you now understand that all those claims out there by skin care companies to contain Vitamin C are just that. Unless the Vitamin C used is L-ascorbic Acid it is likely to have no effect on your skin – good or bad! ***There is one more important thing to remember when it comes to Vitamin C... the amount in the product.***

In Australia a skin care company can advertise any ingredient if it contains 1% of that ingredient. It does not sound like much because it isn't! That amount even if it were Ascorbic Acid would have absolutely no effect on your skin at all.

Have a look at the jars of skin care in your bathroom that claim to have Vitamin C. Is it the pure form Ascorbic Acid? What percentage is it? Here is an easy way to find out. The name is easy – look for L-ascorbic Acid. If you see a derivative then it has not got Ascorbic Acid in it. As far as percentage (or strength) do this simple test. In Australia ingredients have to be listed in their order from most plentiful to least plentiful. So the first few ingredients listed are the plentiful ones. Say from the first ingredient to the 4th/5th. After that you are looking at smaller and smaller amounts of the active ingredients. If you are looking at your jar of skin care and the first 3-5 ingredients are not the Vitamin C – we hope you did not buy it based on the Vitamin C claims! Now here is the real killer that most skin care companies do not want you to know.

At least a 10% concentration of L-ascorbic acid is needed to have any biological effect on the skin at all. Any less a percentage will have NO EFFECT ON YOUR SKIN AT ALL, neither good nor bad! Next time you are buying a new miracle Vitamin C product ask the salesperson what the strength is, ask them if it is pure L-ascorbic Acid and if it is at least 10%.

To finish this little lesson in Vitamin C have a look at the following facts. When it comes to Vitamin C;

- At least 10% concentration of topically applied L-ascorbic acid is needed for a biological effect on your skin.
- Ascorbic acid stimulates Collagen production.
- Topically applied L-ascorbic acid delivers 20-40 times more Vitamin C than is found naturally in the skin.
- Vitamin C is a powerful antioxidant.
- Topically applied Vitamin C becomes part of the skin and once absorbed cannot be washed off and remains visible in the skin for up to 3 days (the reservoir effect).
- Vitamin C helps control the inflammatory response of skin to ultraviolet exposure.
- It is very useful in treating sunburn, inflammatory conditions, rosacea and post surgery erythema.
- The skin consists of approximately 80% Collagen which is produced in fibroblast cells.
- The production of Collagen is highly dependant on the availability Vitamin C to the fibroblasts within cells.
- Vitamin C is delivered to reproducing cells in a successful way to increase production and availability of skin collagen.
- Stimulates wound healing and minimizes scarring
- Powerful antioxidant
- Increases Ceramide production

So there you have it. All the information that you need to wade through all those false and misleading claims in the world today about Vitamin C. Next time you are at the cosmetic counter – make them honest. Don't buy claims. Educate yourself and choose products that are backed by scientific research and will work. *Thank You, Tracey Orr & The Team At Absolute Beauty*

