



words from prof. Aubrey Parsons

The impact of the environment on your skin

Environmental factors, lifestyle choices and personal habits can have a negative impact and affect the condition of your skin. On the positive side, an optimum skin health treatment programme with nimue home care and professional treatments results in a healthy and radiant skin.

Pollution

Harmful impurities in the air and water are believed to strip the skin of its outermost protective layer essential to skin health, this can result in itching, dryness, sensitization, aggravation of acne and hyperpigmentation.

Climate

Dry air conditions can result in dry, flaky and uncomfortable skin conditions. Moisture rich air helps maintain natural hydration.

Ozone and UV radiation exposure

The ozone layer may be thinner in high altitude areas resulting in greater risk of skin cancers and environmental damage. Sunscreen is essential, regardless of where you live.

Food

Antioxidants neutralise free radicals responsible for ageing. Antioxidant foods and skin treatment products go a long way in delaying the appearance of lines and wrinkles.

Smoking

Smoking leads to the constriction of blood vessels and impairs the delivery of nutrients to the skin.

Alcohol

Alcohol and caffeine can cause dehydration which affects all organs, including the skin.

Stress

Stress causes changes in hormone and cortisol levels, which can lead to breakouts and acne.

Q&A

Understanding antioxidants and free radicals in the fight against environmental skin damage

What are free radicals?

Free radicals are highly reactive, unstable molecules that cause damage to healthy cells, leading to internal ageing as well as visible signs of external ageing.

What are antioxidants?

Antioxidants are a group of nutrients that have the ability to fight cell-damaging free radicals. By defending our cells against free radicals, antioxidants can help slow the internal and external ageing processes.

Where do free radicals originate from?

Free radicals are created inside our bodies through normal, necessary chemical reactions and all around us through pollution, UV radiation, stress, alcohol and smoking. Smoking can be particularly harmful which is why smokers age so much faster than non-smokers.

How do free radicals age the skin?

Free radicals damage lipids, proteins, and DNA in our cells and is the primary cause of ageing. We are born with healthy cells, but every day the negative effects of free radicals add to the damage of the sun's ultraviolet rays, pollution, smoke and stress.

Overexposure to free radicals damages not only the cells' ability to function, but overall composition, resulting in a next generation of cells that is less healthy and less productive than the cells they came from.

Thus the efficiency of fibroblasts responsible for collagen and elastin production responsible for skin smoothness, firmness, and elasticity is reduced.



www.nimueskin.com

international head office tel: +27 11 656 1111 e-mail: nimue@nimueskin.com • united kingdom tel: 08000 383 180
ireland tel: +353 1210 3637 • denmark tel: + 45 9715 6428 • norway tel: +47 2319 1000 • sweden tel: +46 4216 0017
australia tel: +61 2 9420 0666 • new zealand tel: +64 4566 6736 • uae tel: +9714 338 8585 • lebanon tel: +9613 387 909
south africa tel: 0861 22 66 88 • netherlands +35 698 2437 • finland +35810 230 7000



message from the nimue international team

Another year has passed us by with exceptional growth and increased global recognition for the Nimue brand in the skin treatment industry.

Outstanding new products have been introduced to the market in combination with innovative packaging and educational support material.

The Nimue International team would like to thank all our stockists and consumers for their enthusiastic loyalty by spreading the positive message of Nimue.

Our kind wishes accompany you during this festive season and may you all experience joy, prosperity and success for 2008!

product news

SPF 25 body spray

Lightweight sunscreen lotion with superior sunscreen ingredients and an SPF 25 in a practical and convenient spray applicator for use on the body. The sunscreen spray offers superior sun protection, antioxidant protection and moisturisation for all round protection against the environmental elements.

eye serum

An innovative derma-cosmeceutical lightweight eye treatment serum based on a unique phytoceutical complex with anti-edematous, anti-inflammatory, venous protective action and nourishing properties for effective treatment of the delicate eye zone. Assists in reducing dark circles, puffiness, bags and wrinkles under the eyes. Ingredients are protected from air and light exposure in a convenient and exclusive airless container.

adult spot treatment

Fast, effective and safe treatment to control and reduce ongoing breakouts. Formulated with advanced ingredients for the focused and convenient spot treatment of pustules in all skin classifications. A high fatty acid content promotes rapid improvement in acne scars. Based on 5% neem oil which is a highly effective antibacterial.

pigmentation spot treatment

The formula incorporates cutting edge technologies and ingredients to brighten and lighten age spots, uneven skin tone, melasma and sun damage. Proven effectiveness in skin lightening and pigment reducing action with correct daily usage of pigmentation spot treatment which is optimised with professional salon treatments. This product does not contain hydroquinone or other harmful bleaching substances.



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ireland tel: +353 1210 3637 • denmark tel: + 45 9715 6428 • norway tel: +47 2319 1000 • sweden tel: +46 4216 0017
australia tel: +61 2 9420 0666 • new zealand tel: +64 4566 6736 • uae tel: +9714 338 8585 • lebanon tel: +9613 387 909
south africa tel: 0861 22 66 88 • netherlands +35 698 2437 • finland +35810 230 7000