This product insert is for educational purposes only and does not replace the diagnosis of a health practitioner.

Cellfood®

SKINCARE Oxygen Mineral Gel

Our skin is the largest organ of our body, and protects us from harmful elements in the environment.

Environmental pollution, poor nutrition, and excess stress can result in the dehydration and premature ageing of the skin, which is evidenced by wrinkles, lines, stretch marks, acne, rashes, liver spots, blemishes, rough and dry skin, bruising, and dark circles under the eyes. (p.632 & pp.688-689 [1])

Furthermore, a person's internal condition of health has an influence on the external condition of the person's skin. For example: *"Age spots, also called liver spots, in themselves are harmless, but they can be a sign of more serious underlying problems. They are the result of a build-up of wastes known as lipofuscin accumulation, a by-product of free radical damage in skin cells. These spots are actually signs that the cells are full of the type of accumulated wastes that slowly destroy the body's cells, including brain and liver cells. In other words, they are a surface sign of free radical intoxication of the body that may affect many internal structures as well."* (p.131 [1])

STRUCTURE OF THE SKIN

The skin is made up of three main layers: the *epidermis* (the surface); the *dermis* beneath; and the connective tissue that joins the skin to the muscles and tissues.

The **epidermis** protects the body against minor environmental factors, and is constantly renewing itself. For example, the *stratum* cells at the surface renew approximately every 21 days; and our skin is constantly shedding these cells when they die.

The **dermis** below is like a shield that protects the body against harsher elements such as acids and micro-organisms. It is irrigated with fine blood capillaries, nerves, lymph vessels, hair follicles, sebaceous glands, and sweat glands; and enables us to feel temperature, pressure, texture, and other sensations.

The **hypodermis** *(or connective tissue)* is composed of collagen and elastin protein fibres. This tissue requires about 20 amino acids to provide the appropriate elasticity and strength. One of the functions of the connective tissue is to act as a filter and protect the body from damaging ultra-violet light. (p. 942 [2])

AGEING OF THE SKIN

Normal, smooth, and hydrated skin contains adequate elastin fibres (non-cross linked soluble collagen) that enable the skin to be flexible and elastic. These elastin fibres are found in the connective tissue of the skin.

When the skin becomes dehydrated, this results in an excess of cross-linked insoluble collagen forming, which causes the skin to take on a wrinkled appearance. The surface skin also becomes thinner, and is prone to damage.

In order to rebalance the skin and replenish it with adequate non-cross linked soluble collagen, the skin cells require an adequate supply of about 20 amino acids. These can be supplied to the cells either from within the bodily system, or externally from an appropriate preparation that contains these nutrients for the skin. [3] [4] & [5]

ABSORPTION OF NUTRIENTS BY THE SKIN

The absorption of nutrients by the skin is determined by:

- the permeability of the skin; and
- the formulation of the nutrients and the transdermal carrier or transporter.

Permeability: The skin's permeability is increased by large skin pores and hair follicles; and warm skin temperature that dilates these pores and follicles.

Formulation: Three product formulation criteria determine the absorption rate of the product by the skin cells:

- **Ingredient particle sizes:** the smaller the particle sizes are, the more likely they are to be absorbed by the skin.
- **pH balance:** the skin normally has a pH of 5.6, and for every 10% increase in pH (that is, making the skin more alkaline), there is the potential for 10 times more oxygenation to take place.
- **Bio-electrical charge:** if a product contains a bio-electrical charge in its formulation, this raises the pH level of the skin (so, increasing potential for oxygenation); and lowers the surface tension of the cells, making cell receptors more able to assimilate nutrients.

ABSORPTION OF Cellfood® SKINCARE

Cellfood® SKINCARE complies with these three criteria:

- **Ingredient particle sizes:** ingredients in Cellfood® SKINCARE are absorbed by the skin because they are colloidal - that is, between 4 – 7 nanometers in diameter; and can therefore permeate the skin through the pores, hair follicles, sebaceous glands, and interstitial spaces between the skin cells. At subcutaneous levels, the ingredients in Cellfood® SKINCARE (e.g. amino acids) can assist the skin in rejuvenating itself (e.g. by producing more elastin fibres). [3] & [4]
- **pH balance:** Cellfood®, the oxygen mineral supplement, comprises 35% of the ingredients in Cellfood® SKINCARE; and research has shown how Cellfood® increases oxygen saturation of the cells. [6] Cellfood® also acts as a transdermal carrier or transporter, facilitating the delivery of the spectrum of skin care nutrients to the skin cells.
- **Bio-electrical charge:** The proprietary technology of **Electroculture™** has also been used in the formulation of Cellfood® SKINCARE. By this process, the electrons that spin around each colloidal atomic particle in the product are electrically induced or manipulated to assume a positive vortex spin.

This makes each particle in Cellfood® SKINCARE compatible with the positive vortex spin of a living cell in a human organism.

In nature, if a cell has been "damaged" in some way (due to chemical, biological or electro-magnetic contamination), the electrons around the particles in the cell assume a negative vortex spin. Although the particles are energized, this vortex energy is used for processes of decay and degradation of the particles.

When a particle has its electrons spinning with a positive vortex spin, it is said to be super-energized, because it can then fulfil functions of building, cleansing, restoring and regenerating a cell within the body.

This is nature's cycle of life and death: super-energized particles for life-giving functions; and energized particles for decaying functions.

By means of this technology, the super-energized bio-electrically charged particles in Cellfood® SKINCARE are attracted by this vortex polarity to "damaged" skin cells - that have the opposite vortex charge – in order to nourish, build and restore them. (pp. 24 – 31: "The Vortex of Energy" [7])

Furthermore, Cellfood® lowers the surface tension of cells, so that the cell receptors are more able to assimilate the Cellfood® SKINCARE ingredient nutrients. [8]

THE POWER OF OXYGEN

More and more skincare specialists are recognizing the beneficial effects of applying oxygen to the skin for healing, restoring, and rejuvenating purposes.

Oxygen is the most important element for aerobic life, as we know it, and is essential for **energising** and **cleansing** cells in the body, including skin cells.

As the body's main purifying agent, oxygen oxidizes toxins and waste in the body, so that the body can effectively expel them through its normal channels of elimination (e.g. respiration, perspiration, urination, etc.). In this way, the more oxygenation the skin cells receive, the more they can cleanse, rejuvenate, repair, and become energized; giving the skin a more youthful, vibrant and healthy appearance.

The Cellfood® element in Cellfood® SKINCARE assists in increasing the oxygen saturation in the bloodstream, which then facilitates the increase of energy and removal of waste in the body of the user.

Furthermore, Cellfood® assists in scavenging free radicals from skin cells, thereby reducing the cause of premature ageing. [9]

APPLICATIONS

Cellfood® SKINCARE may be applied to any part of your skin assisting your skin in: Nourishing, Protecting, Balancing, Repairing, and Rehydrating the skin cells; and for:

- Wrinkles
- Lines
- Stretch marks
- Acne
- Rashes
- Liver spots
- Blemishes
- Bruising
- Wounds
- Post-operative wounds
- Damaged skin
- Burns
- Sunburn
- Rough and dry skin
- Dark circles under the eyes
- Prematurely ageing skin

DIRECTIONS

Facial Application: After washing your facial skin with warm water, lightly massage a thin film of Cellfood® SKINCARE into your warm skin.

After applying Cellfood® SKINCARE, you may experience a slight tightening or firming of the skin, which is very beneficial for the skin. If required, a moisturising preparation can be used after a Cellfood® SKINCARE application.

Flaking of the gel may occur if too much product has been applied to the skin.

For Women: Lightly massage a thin film of Cellfood® SKINCARE into your facial skin until is has been fully absorbed. Then, if required, apply cosmetics.

For Men: Use Cellfood® SKINCARE to assist in repairing skin damage after shaving, and for rebalancing skin pH. When the Cellfood® SKINCARE has been fully absorbed by the skin, you can then, if required, apply an after-shave lotion.

Evening Application: After washing your facial skin with warm water, lightly massage a thin film of Cellfood® SKINCARE into your warm skin, especially under your eyes and on your neck area.

General Application: After washing your skin with warm water, lightly massage a thin film of Cellfood® SKINCARE into your warm skin.

Persistant Conditions and Wounds: Massage a mixture of 1 ml Cellfood® SKINCARE and 1 drop Cellfood® into relevant skin area. The additional Cellfood® increases the transdermal carrier and oxygenating benefits.

Side-Effects: If irritation occurs, discontinue using the product.

Cellfood® SKINCARE TESTS

An Irritancy Patch Test was conducted at the Photobiology Laboratory, School of Pharmacy, Medical University of Southern Africa (MEDUNSA) Campus, University of Limpopo, during August 2005. The test reported that Cellfood® SKINCARE is non-irritant, and dermatologist approved.

Cellfood® and Cellfood® SKINCARE

Although Cellfood® SKINCARE contains Cellfood® it is not a substitute for Cellfood®, and it is recommended to use Cellfood® SKINCARE topically, and the liquid Cellfood® oxygen mineral supplement internally.

Cellfood® User: If you have been taking Cellfood® daily to assist your body to function effectively; and you now want to obtain specific skincare benefits by using Cellfood® SKINCARE topically; then, continue to take your normal daily dosage of Cellfood®, and use Cellfood® SKINCARE topically wherever and whenever required.

Non-Cellfood® User: If you are not yet using Cellfood® and want to only use Cellfood® SKINCARE, simply follow the directions in this product insert. Once you experience the benefits of using Cellfood® SKINCARE, you will probably then be interested in also starting to take Cellfood® in order to obtain many more overall health benefits.

INGREDIENTS

Cellfood® SKINCARE contains ingredients from natural organic sources, and contains no alcohol, oils, yeast, glucose, or animal products; is fragrance-free and hypo-allergenic.

Halaal Certification has been obtained for Cellfood® SKINCARE.

Ingredients: Each 60 ml pump dispenserm contains:

Aloe Vera Juice 24.54 ml
Cellfood® Proprietary Blend 21.36 ml
Glycerin 5.46 ml
Chamomile 3.72 ml
Polysaccharide Gum 2.64 ml
Fossilized Organics 2.16 ml
Preservative: Methyl Paraben 0.20 % v/v

CELLFOOD

Contains traces of
78 Elements, Minerals and Trace Minerals

Actinium	Germanium	Osium	Tellurium
Antimony	Gold	Oxygen	Terbium
Argon	Hafnium	Palladium	Thallium
Astatine	Helium	Phosphorus	Thorium
Barium	Holmium	Platinum	Tin
Beryllium	Hydrogen	Polonium	Titanium
Bismuth	Indium	Potassium	Tungsten
Boron	Iodine	Praseodymium	Vanadium
Bromine	Iridium	Promethium	Xenon
Calcium	Iron	Rhenium	Ytterbium
Carbon	Krypton	Rhodium	Zinc
Cerium	Lanthanum	Rubidium	Zirconium
Cesium	Lithium	Ruthenium	**Note the absence of:**
Chromium	Lutetium	Samarium	Aluminium
Cobalt	Magnesium	Selenium	Cadmium
Copper	Manganese	Silica	Chlorine
Dysprosium	Molybdenum	Silicon	Lead
Erbium	Neodymium	Silver	Mercury
Europium	Neon	Sodium	Radium
Fluorine	Nickel	Sulfur	
Gadolinium	Niobium	Tantalum	
Gallium	Nitrogen	Technetium	

Contains traces of
34 Digestive and Metabolic Enzymes

Hydrolases,Carbohydrases	**Copper Enzymes**
Maltase	Tyrosinase
Sucrase	Ascorbic acid oxidase
Emulsin	**Enzymes which reduce**
Nucleases	**Cytochrome**
Polynucleotidase	Succinic Dehydrogenase
Nucleotidase	**Hydrases**
Amidase	Fumarase
Urease	Enolase
Peptidases	**Yellow Enzymes**
Aminopolypeptidase	Warburg's Old Yellow
Dipeptidase	Enzymes
Prolinase	Diaphorase
Esterases	Haas Enzyme
Lipase	Cytochrome C reductase
Phosphotase	**Mutases**
Sulfatase	Aldehyde Mutase
Iron Enzymes	Glyoxalase
Catalase	**Desmolases**
Cytochrome oxidase	Zymohexase (aldolase)
Peroxidase	Carboxylase
Enzyme containing Coenzymes 1 and/or 2	**Other Enzymes**
Lactic Dehydrogenase	Phosphorylase
Robison Ester	Phosphohexisomerase
Dehydrogenase	Hexokinase
	Phosphoglucomutase

Contains traces of
17 Amino Acids

Alanine	Glycine	Phenylalanine	Tyrosine
Arginine	Histidine	Proline	Valine
Aspartic Acid	Isoleucine	Serine	
Cystine	Lysine	Threonine	
Glutamic Acid	Methionine	Tryptophan	

PRECAUTIONS

STORE OUT OF DIRECT SUNLIGHT, below 25°C, and away from constant contact with refrigerator, microwave oven, computer, cellular phone, or appliances that emit radiation/ electromagnetic currents. Airport X-rays and electronic/magnetic scanning devices/ equipment have no effect on the product.

Keep away from children. In case of contact with eyes, rinse with water and consult health practitioner.

Persons under medical care are advised to consult their health practitioner; as are pregnant or nursing mothers, since safety during pregnancy and lactation has not been established.

REFERENCES

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8 Dr Christopher Rulison, "Cellfood® Surface Tension Study", Augustine Scientific Research Center, U.S.A., 2002.

9 Eugenio L. Iorio* and Luana Bianchi**, "Cellfood: a powerful antioxidant", *International Observatory of Oxidative Stress, Free Radicals and Antioxidant Systems (Parma, Italy) and **Diacron International, Research and Development Department (Grosseto, Italy), 2005.

OTHER Cellfood® PRODUCTS

Cellfood® is blended with other ingredients to produce other leading products:

Cellfood® – The Leading Oxygen Mineral Supplement that assists the body in:

- Oxygenating the bloodstream and the cells in the body;
- Cleansing, restoring, regenerating and building cells;
- Providing essential nutrients directly at cellular level;
- Scavenging free radicals, so reducing the primary cause of ageing and degenerative disease;
- Boosting the immune system; and
- Balancing and re-energising bodily systems.

Cellfood® LONGEVITY – A DNA Regenerating Formula that assists the body in:

- Slowing down the ageing process, by reducing homocysteine in the bloodstream;
- Extending longevity, by supplying the cells with nucleic acids for regenerating the DNA of the cells; and
- Supplying the cells with additional cellular energy (ATP).

Cellfood® REPAIR – A Silica Strengthening Formula that provides support for:

- Firmer and youthful-looking skin;
- Luxuriant and shiny hair;
- Strong and healthy nails;
- Healthy nervous system and sexual system;
- Healthy heart and brain functioning; and
- Healthy bones, joints, cartilage, teeth, gums, muscles and connective tissue.

Cellfood® SHAPE – A Body Toning Formula for assisting metabolic processes:

- Burning excess fat;
- Firming and toning the body; and
- Increasing energy.

Cellfood® SPORT – A Performance Formula for assisting metabolic processes:

- Increasing energy and endurance;
- Reducing muscular cramps; and
- Reducing recovery time.

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All Cellfood® Products are available from health practitioners, pharmacies, health shops, and some beauty clinics.