

## The Nirlana™ Rejuvenation Serum Story



### Skin Aging and Retinol

As we age, our skin begins to lose its elasticity, fine lines and wrinkles begin to develop, skin tone can become irregular, and discoloration can appear. Regular and chronic exposure to the sun can dramatically accelerate this effect. Vitamin A (retinol) is important to cellular function and growth. Retinol and its metabolite retinoic acid stimulate the production of collagen and elastin that keeps skin firm and healthy—in the deep layers of your skin.

Products containing derivatives of Vitamin A such as retinol applied to the skin can help visibly diminish the look of fine lines and wrinkles, increase the appearance of firmness, improve uneven skin tone, smooth and refine the surface of skin, and help mitigate the effects of environmental factors like exposure to sunlight.

Many of these products are formulated for nighttime use only, where the retinol can be absorbed by the top layer of the skin and loosen dead skin cells, which are then sloughed away in the morning when the face is washed. This reveals new growth underneath. New growth is better able to maintain moisture so a more youthful appearance is maintained. For some people with aging skin, lines and wrinkles become less noticeable.

The downside is retinol may cause flaking, peeling, and other skin-related discomfort, especially during the first few weeks of use. Dermatologists recommend that people using Retinol containing products, apply them in small amounts at first and also apply moisturizers afterward to help reduce the associated side-effects. The required application regimen and discomfort can present a challenge for many people seeking to maintain a youthful appearance or look younger than they actually are.

### EMU OIL – Nature's Own Moisturizer

The use of emu oil originates from the Australian Aborigine culture.



According to their oral history, emu oil has been used for over 40,000 years to relieve minor aches and pains, help wounds heal quicker, and protect skin from the elements.

The Aborigines first introduced emu oil to European settlers as a natural sunscreen and moisturizer. The settlers soon adopted the use of emu oil and many other natural remedies that the Aborigines provided.

Emu oil absorbs into the skin easily because it contains types of fat that are similar to those found in the upper layers of the skin. Because of this similarity, emu oil is able to easily penetrate the surface layers of the skin, allowing it to act as a uniquely powerful moisturizer able to smooth rough elbows, knees and heels; soften the hands; and help reduce the itching and flakiness associated with dry skin. When it comes to emu oil, over 70% of the fatty acids in the oil are unsaturated omega-3, -6, and -9.



Photo: Chudditch

### The Breakthrough – Combining Retinol Treatments with Emu Oil



**Dr. Alexander Zemtsov MD, M.Sc., FAAD**, a board-certified Dermatologist based in Indiana became interested in EMU Oil research and its unique beneficial effects on the skin. Dr. Zemtsov conducted

a controlled, scientific research program that confirmed that Emu Oil is non-irritating and has excellent moisturizing and skin penetrating properties without clogging the pores. The results of his study have been peer-reviewed and published in medical journals. As a Dermatologist and Emu Oil expert, Dr. Zemtsov wondered if the side effects commonly associated with Retinol use like flaking, peeling, and itching could be reduced with the addition of EMU Oil in the formula as a moisturizer. Various formulas were developed and evaluated, leading to the creation of Nirlana Rejuvenation Serum. *(continued)*

## Nirlana Rejuvenation Serum – What is it?

Nirlana Rejuvenation Serum contains a unique combination of 1% retinol formulated with highly refined, premium Emu Oil. The addition of the Emu Oil greatly enhances the cosmetic appeal and penetration of the serum so it absorbs quickly and leaves no oily residue. Because Emu Oil naturally soothes and moisturizes the skin, there is no need for application of additional moisturizers required by the conventional retinol serum formulations. This greatly simplifies the retinol application regimen and provides an improved experience for the individual using it.



The people using Nirlana Rejuvenation Serum have reported minimal to no skin irritation as a result of this breakthrough formulation. As a result, they tolerate the treatment much better than conventional retinol serums and customer satisfaction is significantly improved. Nirlana Rejuvenation Serum is packaged in one-ounce bottles that are designed to deliver precise amounts so the serum is not wasted.

After washing thoroughly, you simply apply a pea-sized amount to the targeted areas such as the face, neck, or décolletage once per night, before bed. Again, no additional moisturizer is required.



Each bottle will generally last the average user from 30-45 days depending upon how many locations are treated and the frequency of use. Non-prescription 1% retinols like Nirlana Rejuvenation Serum can take three to six months to produce noticeable results, and results may vary, so please be patient. Avoid exposing the Nirlana Rejuvenation Serum to extreme heat (>85F) or direct sunlight.

Nirlana Rejuvenation Serum is the breakthrough anti-aging formulation that self-moisturizes, simplifies the Retinol treatment regimen, and makes men and women of all ages look the best they can be.



## Warnings:

For external use only. Avoid contact with eyes and immediate eye area, and other sensitive areas of face. If contact occurs, rinse well with water. This product contains retinol that may increase your skin's sensitivity to the sun. Use a sunscreen during the day.

If redness, peeling or discomfort occurs, reduce frequency of use to once every evening or less. Severity and duration may vary. Minor redness is not a contraindication but if irritation persists or becomes severe or a rash occurs, discontinue use and consult your doctor.

Keep out of reach of children. If swallowed, seek medical assistance immediately.

## Contraindications:

Do not use if you are pregnant, lactating, or planning to become pregnant. Do not use if taking prescription acne medication. Do not use on damaged or broken skin.

## The Benefits of Using Nirlana Rejuvenation Serum

- **Emu Oil Base** – Emu Oil is a powerful moisturizer that helps reduce and possibly eliminate the flaking, peeling, and skin discomfort commonly associated with retinol treatments. This significantly improves the treatment experience.
- **Improved application regimen** – the moisturizer is part of the formula so you do not have to apply additional moisturizers like you do with conventional retinol serums. The treatment is self-moisturizing.
- **Cosmetically elegant** – a premium experience, Nirlana Rejuvenation Serum is odorless, silky smooth, and fast absorbing with no oily residue just minutes following application.
- **Premium formulation** – the highest quality and refined ingredients possible. Packaged for easy application, maximum yield, and ease of use.



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