



EDIBLE BEAUTY
AUSTRALIA

INSIDE OUT GUIDE TO ANTI-AGEING

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THE EDIBLE BEAUTY INSIDE OUT GUIDE TO ANTI-AGEING

When it comes to preventing ageing, you would know that what we put on our skin is just as important as what we put inside our bodies. At Edible Beauty, we love taking an easy and logical inside-out beauty approach to pausing and turning back the clock.

Every woman deserves glowing, youthful skin that is bursting with vitality... without having to sacrifice their weekly pay cheque. Read on to discover our favourite, most effective and accessible “inside-out” ingredients you need to achieve youthful, radiant and hydrated skin.

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FATTY ACIDS



WHAT DO THEY DO?

Fatty acids, including linoleic and alpha-linolenic acid, make up a key component of the skin's intercellular matrix. We love fatty acids for anti-ageing because they work to super hydrate, plump and lock in moisture within the skin. Fatty acids do this by attracting water from the surrounding air and forming a film to prevent water loss. In this way, they mimic and enhance the skin's ability to retain moisture. Given the skin layers start to lose their ability to stay hydrated as we age, it makes sense to provide the skin with all of the tools it needs to lock in and prevent moisture loss.



Fatty acids also work to reduce inflammation, which is a key contributor to ageing, and act as “messenger” molecules, instructing cells on how to function properly, whilst also improving and protecting them from free radical damage. Linoleic acid plays an important role in the skin's own synthesis of Ceramide 1, a lipid which is important for keeping the skin's barrier function intact.

OUTSIDE BEAUTY:

Using an oil based moisturiser with a variety of fatty acids provides the ultimate reassurance of dewy, nourished skin. Look no further than our No. 4 Vanilla Silk Hydrating Lotion, abundant in fatty acids from Olive Oil, Camellia Seed Oil, Sunflower Seed Oil, Shea Butter, Coconut Oil and Cocoa Butter. The nutrient-rich & Coco Bliss Intensive Repair has a similar fatty acid profile, however is a thicker cream that is excellent to use in the evenings for deep hydration overnight or for very dehydrated skin.

INSIDE BEAUTY:

In general, our diets tend to be high in linoleic acid due to our oil, nut and seed consumption being high. However, sunflower seeds, brazil nuts and pecans are the preferred types of linoleic acid. Excellent sources of alpha-linolenic acid (ALA) include flaxseeds, flaxseed oil, chia seeds, walnuts and pumpkin seeds.

DIY OPTION:

This lotion is so much fun to make. I still love whipping up butters in my blender at home. Whilst you may not get the texture of a commercial cream, creating your own moisturiser feels like such an achievement and makes the concept of “edible beauty” feel very real.

WHIPPED SHEA AND OLIVE BUTTER LOTION

Ingredients

120 grams Shea Butter

25 mls Olive oil

4 drops Lavender Oil

4 drops Rose Oil

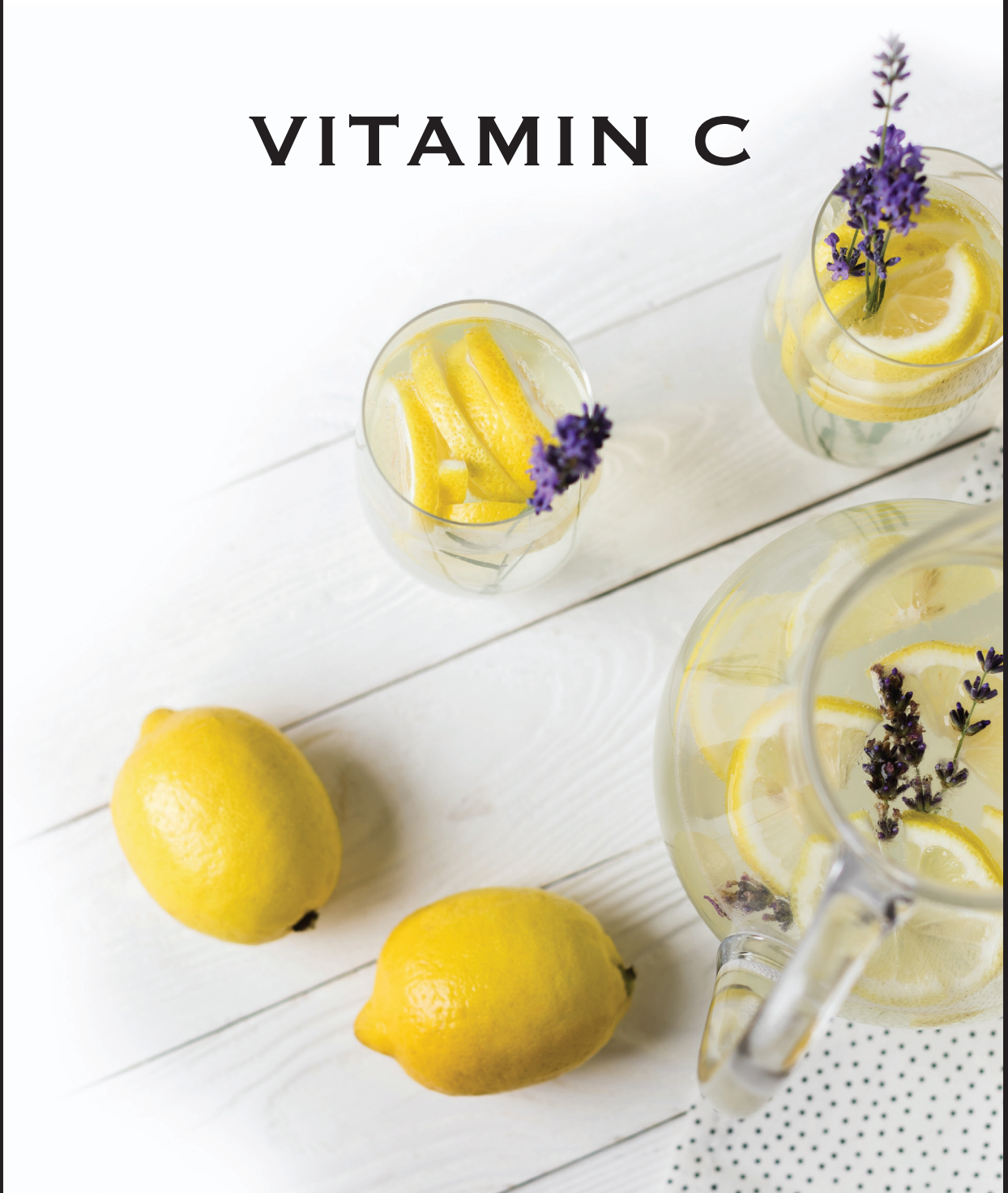
2 drops Gernanium, Myrrh or Frankincense

Method

- Start by softening the shea butter. If it is incredibly hard, place the container with the shea butter in a bowl of warm water until it softens but do not melt it.
- Once shea butter is soft and pliable, remove it and place in a bowl. Add olive oil and mash it up with a metal spoon.
- Using a hand-held mixer, whip the shea and olive oil mixture.
- Continue whipping the butter until the mixture forms peaks and becomes light and fluffy like frosting – approximately 5 to 7 minutes.
- Stir in all of your Essential oils.
- Transfer the mixture to jars using a spatula or piping bag.
- Allow the butter/cream to cool, set, and harden completely before use.



VITAMIN C



WHAT DOES IT DO?

Vitamin C is naturally found in our skin, but reduces with ageing and excessive exposure to UV light or pollutants. Taking vitamin C has been shown to increase collagen production in the dermis, which is vital for wrinkle reduction. It also assists in strengthening the skin's barrier response and protecting the skin against the UV-induced damage caused by free radicals. The use of Vitamin C topically has been shown in studies to decrease wrinkle formation, decrease the apparent roughness of skin and increase the production of collagen. Higher intakes of vitamin C internally have been correlated with less dry skin, which indicates it has a role to play in reducing trans-epidermal water loss. Studies have also shown that internal supplementation of Vitamin C may prevent UV induced photodamage and stimulate DNA repair. Higher intakes of vitamin C from the diet have been associated with smoother and more hydrated skin and a notable decrease in fine lines. Vitamin C also has a natural brightening action which makes it effective in addressing dark spots and hyper-pigmentation.

OUTSIDE BEAUTY:

Vitamin C needs to be kept "stable" in a skincare product to ensure that it is working effectively. One of the ways to keep vitamin C stable is to combine it with other antioxidants. Enter Edible Beauty's No.3 Exotic Goddess Ageless Serum. This is our hero product when it comes to packing in plenty of anti-ageing vitamin C along with other antioxidants. It contains Kakadu Plum, which has the highest concentration of vitamin C in the plant kingdom. Other superstar ingredients in the serum include Acerola Berry, Davidson Plum, White Tea and Hyaluronic Acid. We have amazing results seeing women's fine lines "fill" and dark spots fade when religiously applying this serum after cleansing and prior to lotion application.

INSIDE BEAUTY:

It isn't too hard to get your daily serve and more of vitamin C through fruits and vegetables that we all know and love. Beauty foods rich in vitamin C include bell peppers (red, green and yellow), guava, kiwifruits, broccoli, dark leafy greens, citrus fruits, all berries, mangoes, pineapple, snow peas, tomatoes and watermelon. Certain fresh herbs such as coriander, chives, thyme, basil and parsley are also high in vitamin C.

DIY BEAUTY:

When it comes to DIY skincare, a vitamin C serum is perhaps the trickiest to get right. There are many recipes available which use ascorbic acid mixed with aloe vera gel. These formulas are unlikely to be stable and effective at preventing fine lines and wrinkles so we do recommend in the case of a Vitamin C serum you stick with a skincare formulation which you trust and instead load up on vitamin C rich foods in your diet as your DIY strategy.



RESVERATROL





WHAT DOES IT DO?

Resveratrol is an antioxidant compound produced by plants when they are subjected to stress, which may include exposure to harsh sunlight or attack by bugs or insects. Resveratrol is a potent antioxidant previously (and conveniently!) only thought to have benefits available to us via copious amounts of red wine. It is, however, more available to us as a superstar anti-ageing ingredient, both for the inside and out.

Resveratrol supports skin collagen synthesis by protecting the dermal matrix from harmful enzymes and improving the function of fibroblasts that create healthy collagen. Studies show that topically it protects against UVB-mediated skin damage as well as inhibiting UVB-induced oxidative stress. It has also been shown to prevent UVA damage and abnormal cellular proliferation.

OUTSIDE BEAUTY:

Edible Beauty skincare is the perfect way to get your topical resveratrol dose. Our Bloom of Youth Infusion Mask and Gold Rush Eye Balm contains Bilberry, which is bursting with the anti-ageing agents resveratrol and quercetin, as well as antioxidants to protect the skin against damage from free radicals. No.4 Vanilla Silk Hydrating Lotion contains Black Raspberry Seed, which is also rich in resveratrol and protects the skin against inflammation, whilst acting as a natural SPF.

INSIDE BEAUTY:

It would be a welcome recommendation to suggest drinking red wine daily to get your resveratrol fix, as it does contain the compound. Fortunately (or unfortunately) resveratrol is also found in high amounts in blueberries, pomegranate, blackberries and raspberries, which are hang-over free!

DIY BEAUTY:

This is a wonderful recipe to whip up when you have a few friends over as you can enjoy that glass of wine whilst making the mask.

RED WINE, POMEGRANATE & YOGHURT MASK

Ingredients

- ¼ whole Pomegranate
- 1 tablespoon Red Wine
- 3 tablespoons Pink or Rose Clay
- 1 tablespoon Coconut Nectar
- ½ tablespoon Coconut Yoghurt or Coconut Cream

Method

- Remove seeds from ¼ pomegranate and blend.
- Put the pink clay in a mixing bowl and slowly add the pomegranate, coconut nectar, red wine, and coconut yoghurt/cream.
- Mix ingredients well until you have a smooth sticky paste that will stay on your face without it running off. If you need to make the mix stickier, add more coconut nectar.
- Spread the paste gently and equally with your fingertips on your clean face and neck. Leave the mask on for 15 minutes and remove with lukewarm water.



A photograph of a cluster of blueberries on a white background. The word "AHAs" is printed in a bold, black, sans-serif font in the center of the image. The blueberries are dark blue with a light blue bloom, and some have small white marks. The entire image is framed by a thick black border. The background of the page features faint, black line drawings of various plants and flowers.

AHAs



WHAT DO THEY DO?

AHAs are not only found in intense peels and harsh skincare treatments. They are found naturally in fruits and are super effective in removing dead and damaged cells, helping to reduce fine lines, age spots, acne scars and discoloration. They also work to bind moisture and improve healthy collagen production. In this respect AHAs create a beautiful smooth complexion; balancing uneven skin texture, refining pores and enhancing your overall glow.

OUTSIDE BEAUTY:

Fruit is naturally rich in AHAs. Our Edible Beauty No.1 Belle Frais Cleansing Milk is bursting with fruits including Apple Extract, Strawberry Extract and Lime, making it the perfect refining and smoothing product.

INSIDE BEAUTY:

Lemon, grapefruit and other citrus fruits contain alpha hydroxy acids, primarily in the form of citric acid. Drink in your AHAs with a daily squeeze of lemon or grapefruit juice in water, and your liver will also feel the love!

DIY BEAUTY:



STRAWBERRY FACE SCRUB

Ingredients

- 4 Strawberries, blend for just a few seconds in a food processor until chunky
- 1 tablespoon Coconut Oil, melted
- 2 teaspoons Coconut Nectar
- 4 tablespoons Coconut Sugar

Method

- Combine strawberries with coconut oil and coconut nectar.
- Add coconut sugar and mix well until you have a paste consistency. Add more coconut sugar if you require a thicker consistency.
- Apply to face and gently scrub in circular motions.
- Rinse with water. Follow with Lemon Brightening Toner (recipe follows).

LEMON BRIGHTENING TONER

Ingredients

- ½ cup Organic Lemon Juice
- ¼ cup Witch Hazel
- 1 cup Filtered Water

Method

- Mix all of the ingredients together and store in a glass bottle.
- Keep in the fridge for three to five days. Use as a toner after cleansing, both morning and night.

HYALURONIC ACID



WHAT DOES IT DO?

Hyaluronic acid is an Edible Beauty favourite when it comes to skin plumping and lifting ingredients. It works very quickly to boost and plump the skin by attracting and surging water deep into the layers of the dermis. It moisturises your skin by binding up to 1,000 times its weight in water. As you age, your body can't produce enough hyaluronic acid, which can cause the skin to lose its firmness and smoothness. Applying hyaluronic acid helps your skin to repair, regenerate and ensure it is remains ultra-nourished and hydrated. Gone are the days when you could only derive this ingredient from non-plant sources. Rest assured, no animals are ever harmed in our anti-ageing skincare missions and the entire Edible Beauty range is proudly vegan.



OUTSIDE BEAUTY:

Look no further than our No. 3 Exotic Goddess Ageless Serum for a healthy dose of hyaluronic acid to plump and hydrate the skin. This product quenches parched and dry skin and can even be used on the lips for to help achieve a full and perfect pout. Tip – keep it in your handbag, you never know when you may need a quick face and lip lift.

INSIDE BEAUTY:

Foods that promote hyaluronic acid production include leafy greens and fermented soy products such as tempeh and miso. These are easy to include in vegetable based dishes such as salads or healthy stir-fries.

DIY BEAUTY:

Hyaluronic acid needs a good preservative to keep it stable and also varies in quality. You want to be sure you are using something with low and medium density molecules to penetrate effectively into the skin, so it is recommended you rely on trusted skincare formulators for this one!