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## Scientifically-Tested Ingredients Can Help Prevent Sun-Related Skin Damage

**A**t this time of year, the longer days and blossom on the trees are all signs that summer is on its way... and naturally most of us are itching to get some sun on our skin after the long winter.

But, while lying in the sun and getting a tan feels good, the sun's rays can also damage your skin and accelerate the ageing process, causing redness, wrinkles, age spots and dryer, thinner skin. Moisturising creams may help to some extent, but to properly protect your skin when you are out in the sun, you need to nourish it from the inside. And that's where OlioVita Sun can help.

This latest-generation food supplement has been exclusively developed and scientifically tested to protect your skin from the harmful effects of the sun, without blocking the tanning process. Made with sea buckthorn oil, vitamin D3 and extracts of grapefruit and rosemary, OlioVita Sun is a totally natural product, designed to provide nutrition, hydration, elasticity and firmness to the skin from within.

### Sea buckthorn oil helps keep skin soft, smooth and young-looking

The right kinds of fats are crucial for the way your skin looks and feels. They help to prevent inflammation and the excessive, localised pigmentation that causes age spots. Sea buckthorn oil is a rich source of monounsaturated and polyunsaturated fatty acids, including the important omega-7 kind, along with plant sterols, carotenoids and natural forms of vitamin E.

Our most delicate body tissues, including the skin and the mucous membranes that line the digestive and urogenital tracts, have the greatest need for omega-7 fatty acids. Environmental stressors, such as ultraviolet (UV) radiation, along with a poor diet and the normal process of ageing can damage those sensitive membranes; but omega-7 fatty acids can help protect, moisturise and restore them.

The berries of sea buckthorn, and the oil pressed from its seeds, have long been used medicinally in Mongolia and Tibet. In laboratory tests, sea buckthorn oil was found to protect human skin cells called dermal fibroblasts from damage by UV radiation.<sup>1</sup> Dermal fibroblasts are cells beneath the surface layer of skin that are responsible for generating connective tissue and allowing the skin to recover from injury.

Subsequent animal studies showed that a sea buckthorn dietary supplement protected against UV radiation damage to the skin in three significant ways – by increasing skin moisture content, increasing antioxidant activity and protecting the structure of connective tissue and its content of collagen (a protein that makes skin strong and supple).<sup>2</sup>

In the first clinical study to show the beneficial effects of a sea buckthorn oil supplement on signs of skin ageing in humans, researchers in Italy asked women aged 50 to 70 to take sea buckthorn oil capsules for three months. At the end of this time, they experienced significant and measurable improvements in skin hydration and elasticity, and their skin also became smoother and less prone to wrinkling.<sup>3</sup> A full 500mg of sea buckthorn oil is included in each capsule of OlioVita Sun.

*(Continued on page 2)*

1. *Biotechnol Bioproc Eng.* 2012; 17(3):465-474  
2. *Int J Mol Med.* 2012; 30(2):392-400  
3. *J Appl Cosmetol.* 2009; 27:1-13

## Grapefruit and rosemary polyphenols help make your skin more resistant to sunburn

Certain compounds from plants (carotenoids and polyphenols) can also help to protect against sun damage. In fact, plants make these beneficial chemicals for exactly that reason, since unlike animals, plants can't move into the shade when the sun gets too strong! When we eat plant foods, specific carotenoids and polyphenols are transported directly to light-exposed tissues, such as the skin and the eyes, where they help protect cells against harmful UV radiation.<sup>4</sup>

Grapefruit and rosemary are good sources of these natural, protective compounds. The sun protection effects of a combined grapefruit and rosemary extract were recently tested in a clinical trial, in which 90 white, Caucasian women took part.<sup>5</sup> They were split into three groups – 30 women took 100mg of grapefruit and rosemary extract a day for two months, 30 took a 250mg daily dose of the extract and 30 took placebo capsules.

For the women in both the 100mg and 250mg treatment groups, there were significant reductions in the depth of 'crow's feet' wrinkles around the eyes and significant improvements in skin elasticity. The acute dose of UV radiation needed to cause redness of the skin also increased for the women taking the grapefruit and rosemary extract, over the course of the study. This improvement was apparent after only two days of treatment and sunburn resistance increased by almost 30 per cent over the two months of the study. No changes were seen in the women taking the placebo.

Each OlioVita Sun capsule contains 50mg of grapefruit and rosemary extract, with a minimum of 35 per cent active polyphenols. The synergistic effect of this polyphenol-rich extract, working together with the sea buckthorn oil, provides even greater protection against sun damage and could give even more impressive improvements to the condition of your skin.

OlioVita Sun also contains vitamin D3 (cholecalciferol) at 100 per cent of the EU Nutritional Reference Value. Vitamin D3 is made in the skin during exposure to bright sunlight. However, even when you are taking OlioVita Sun, it is recommended

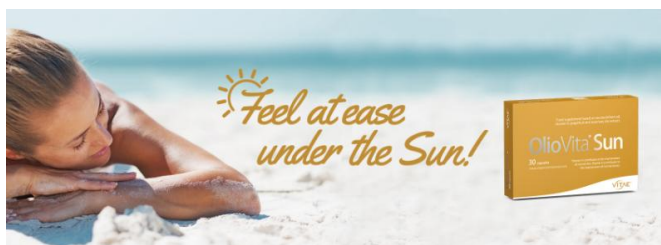
that you don't stay in the sun for more than 15 minutes or so without covering up your skin.

Vitamin D is important for many functions in the body, including keeping bones strong, preventing hardening of the arteries, strengthening the immune system, protecting against colon, prostate and breast cancers, and even helping to prevent diabetes, depression and Alzheimer's disease. And, while new research shows – contrary to previous assumptions – that increasing exposure to UVB radiation is not linked to higher rates of malignant melanoma (the most dangerous form of skin cancer), it suggests that low levels of vitamin D are!<sup>6</sup>

### What to take for best results

The recommended dose of Vitae Natural Nutrition's OlioVita Sun is one capsule per day. This can be increased to two capsules per day if you are getting extended sun exposure, for instance when sunbathing or working outdoors.

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4. *Mol Biotechnol.* 2007; 37(1):26-30

5. *Food Nutr Res.* 2016; 60:31871

6. *Dermato-Endocrinol.* 2017; 9(1): e1267077