



## Skin Scarring and MitoQ

People often judge how old we are by the appearance of our skin. Free radicals generated from UV radiation and pollution attack our skin from the outside. Within our bodies, free radicals produced as a by-product of cellular reactions cause skin damage from within if not kept in check by our bodies own supply of antioxidants such as coenzyme Q10 (COQ10). This leads to oxidative stress which contributes to sagging skin, wrinkles and uneven blotchy pigmentation. Research has shown that antioxidants can reduce oxidative stress related skin damage and help retain the skin's youthful qualities. MitoQ is a revolutionary targeted form of CoQ10 that can improve skin appearance when taken in conjunction with a healthy diet and exercise.

Our skin is a fascinating organ. Made up of three main layers; the epidermis, dermis and subcutaneous tissue, it not only protects us from the outside world but performs many remarkable functions as well.

Many people judge how old somebody is by the appearance of their skin. They look to their eyes or mouth for wrinkles or check their hands for dryness, callouses or age spots. A weather-beaten chest points to years of excessive sun exposure, and paper-thin, veiny skin suggests someone is past the prime of their youth.

Oxidative stress contributes to a decline in skin appearance and evidence also suggests it plays a role in the development of acne. Oxidative stress occurs when free radicals are not kept in check by our body's own levels of antioxidants and are left to destroy tissues.

As the outermost protective barrier, our epidermis is prone to assault by free radicals generated by the environment such as UV radiation and air pollution. Free radicals are also generated inside our bodies, as a normal by-product of cellular reactions, so simply avoiding exposure to environmental influences will not save your skin.

Constant free radical attack on our cells destroys fibrous tissue, reduces the rate of cellular renewal, and impairs water-retaining properties of the cell. Subcutaneous tissue flattens, particularly in the face, hands and feet. In addition, our natural production of antioxidants, such as COQ10, decreases. Skin sags, wrinkles develop and uneven blotchy pigmentation

occurs. Depending upon your genetic makeup and lifestyle, by middle age the normal functions of your skin may have declined by 50%.

This is why you need to take action today! Research has shown that antioxidants such as COQ10 improve mitochondrial function and help improve skin appearance at a cellular level. MitoQ is a revolutionary targeted form of COQ10 that is absorbed rapidly through the skin and selectively accumulates inside the mitochondria of cells.

Mitochondria are a major site of free radical production and present in almost every cell of our body. MitoQ's potent antioxidant activity neutralises free radicals reducing oxidative stress. Applying MitoQ cream or taking MitoQ supplements in addition to eating fresh, unprocessed food and exercising well can support your skin and help retain its youthful qualities for many more years to come.

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