



BESTOW UNIVERSITY

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## THE GRACES BRIGHTENING LOTION

Hi there. My name is Janine Tait. I'm the founder of Bestow Beauty, a range of skin nutrition boosters and The Graces, a collection of plant-based skincare products. Today I want to introduce you to an exciting new skincare product called The Graces Brightening Lotion. This beautiful lotion helps to clarify skin tone, fade pigmentation and brighten the complexion.

The Graces Brightening Lotion contains an innovative blend of plant and marine extracts, which work together to brighten skin. Some of the hero ingredients are bearberry, frankincense, seaweed extract, liquorice root, carrot-seed oil and rose-hip oil. We'll look at the skin brightening benefits of these plants shortly. There are in fact 17 different plant extracts in this lotion. Together, they offer your skin a rich feast of plant actives, especially chosen for their ability to clarify skin tone and fade pigmentation.

Pigmentation is one of the most common skin concerns women have. As we mature, sun exposure takes its toll and age-spots and sun-spots appear. But it's not only older women who seek out solutions. Younger women also want an even skin tone and a natural radiance. The Graces Brightening Lotion supports all of these goals. It's suitable for teenagers right through to grandmothers and will give every complexion a lift.

What I find particularly exciting about this product is that it visibly lightens and brightens skin within eight weeks. With twice-daily use, sun and age spots fade in intensity. The base skin tone becomes more flawless and luminous. Now, I'm not suggesting that this lotion will make your pigmentation disappear entirely - pigmentation is often too stubborn for that - but what it will do is knock back the intensity. Age-spots and sun-spots will become less pronounced and the overall appearance of the skin will lighten and brighten.

You might be wondering at this point what pigmentation actually is and what causes it. Let's look at that now. Melanin is the substance that gives skin its colour, or pigment. It is an important part of healthy skin when it is produced in the right amount. Pigmentation occurs when the skin produces too much melanin. The cells responsible for melanin production are called melanocytes and they live in the deeper layers of the skin. Certain triggers cause them to go into overdrive, resulting in age-spots, sun-spots, melasma and hyper-pigmentation.

So, what are some common triggers for this over-production of melanin? The most prevalent trigger is too much sun exposure, a common issue in New Zealand and Australia. This is why it is so important to protect your skin from the sun every day. It is much easier to prevent pigmentation than to treat it. Other common causes of pigmentation are ageing and hormonal changes. For example, going on the contraceptive pill impacts your hormonal balance and can make your skin more susceptible to pigmentation.

As you can imagine, sun exposure and hormonal changes are very common amongst women, which is why pigmentation is such a wide-spread concern. The good news is that The Graces Brightening Lotion can help treat pigmentation. Because of the plant power it contains, The Brightening Lotion offers the following skin benefits: it visibly lightens freckles, sun-spots, age-spots and melasma, it brightens and refines the complexion, it promotes an even and balanced skin tone, and it hydrates skin and stimulates enzyme action, promoting a luminous glow.

All of these skin benefits are powered by plants. Let's take a closer look at a few of these plants to give you some understanding of just how powerful nature's gifts can be. Bearberry offers natural UV sun filters, which help to prevent premature ageing. It balances skin tone and has a lightening effect on existing pigmentation. Mulberry is highly effective at preventing pigmentation. Clinical trials show that it can inhibit melanin production by as much as 50%.

Carrot-seed Oil contains a lightening agent called limonene. In addition, it contains carotol, which is known to brighten dull complexions and lighten skin marks. Liquorice Root is a natural skin whitening agent. It aids skin renewal for a more balanced complexion. It is clinically proven to treat hyper-pigmentation. Fucus vesiculosus is a seaweed extract. It inhibits melanin production by 97%. It enhances radiance and visibly reduces age spots. This seaweed also has powerful antioxidant activity, more than double that of Vitamin C. It's a powerful little sea plant.

Frankincense Oil is best known as an effective scar treatment. The same properties make it effective at treating hyper-pigmentation. In addition, it is also a remedy for age spots. Rosehip Oil contains antioxidants and rejuvenating acids that treat pigmented lesions. It is effective in healing damaged complexions and darkened spots.

These are just 7 of the 17 extracts blended for The Graces Brightening Lotion. Because nature's gifts are always multi-faceted, these plants also offer a beautiful feast of anti-ageing ingredients. So not only will this product brighten your skin, it also offers the following anti-ageing benefits. It improves hydration in the uppermost layers of the skin. It inhibits the enzymes that break down collagen and elastin. It smooths and plumps skin and, it contains powerful antioxidants to protect skin from premature ageing.

So, now that we understand the skin benefits of The Graces Brightening Lotion, let's look at how to use it. You can simply apply one to two pumps of The Graces Brightening Lotion under your moisturiser, every morning and evening. However, for best results, we encourage you to follow The Graces Skin Brightening Routine.

This twice-daily routine can be quietly revolutionary for skin. It features a technique you might not have heard of before – skin bathing. Skin bathing involves soaking a soft cloth in warm water and then pressing it to the skin. The skin absorbs precious moisture in its upper layers. Applying your brightening lotion and moisturiser immediately after seals the moisture in and stops it from escaping.

Most women have dehydrated skin without even realising it and have come to accept dull, lack-lustre skin as normal. Skin bathing is a game-changer for boosting hydration and improving the look and feel of your skin. Water activates enzyme action which smoothes and enlivens the skin. Skin bathing also plumps out fine lines and wrinkles, promotes anti-ageing and increases the skin's ability to absorb the plant actives in the Brightening Lotion. So, let's look at The Graces Skin Brightening Routine in action.

Begin your morning routine with the skin bathing step. Immerse a bathing cloth in warm water, lightly wring it out and press to the skin for five deep breaths. Repeat this step three times. Deep breathing will put your body into the parasympathetic nervous system, which is your rest and repair mode. The skin bathing ritual is a moment of self-care in your busy day, so relax and enjoy the slow pace. And remember, while you are calming your nervous system down, your skin is drinking in all that precious moisture. After bathing you can apply any mists or serums you desire to your skin.

Next, apply one to two pumps of The Graces Brightening Lotion onto your fingertips and massage it into your skin. Make sure you apply it straight away while your skin is still damp. This will increase the effectiveness of the Brightening Lotion and help to seal moisture into the skin. It's important to apply the Brightening Lotion evenly over your whole face, not just on pigmented areas.

Following this step, apply a good quality facial oil or moisturiser to your fingertips and massage into the skin. This will seal the plant actives and hydration into your skin. In the evening routine, the only difference is that you begin by cleansing the skin. After that you move onto the bathing step and complete the Brightening Routine as per the morning.

The skin can hold onto topical hydration for only 12 hours and then it is thirsty for more. This is why we bathe the skin morning and evening. It brings out the best in your skin and increases the absorption of the plant power in The Graces Brightening Lotion. I hope that you enjoy The Graces Skin Brightening routine. Treating it as a self-care ritual will help you to establish this positive habit in your life. I encourage you to try it for at least 30 days. I think you'll be surprised by the results.

Before we go, let's look at a few frequently asked questions. How long should I use The Graces Brightening Lotion for? Maintaining results will require ongoing twice-daily use. Remember that this lotion helps to prevent as well as to treat pigmentation, so it is an important part of your skincare routine. And don't forget that it also offers anti-ageing benefits.

Can this product help to lighten freckles? Freckles have a different cause than usual pigmentation. They are genetic and the result of the uneven distribution of melanocytes. They will typically fade over winter and become more pronounced over summer. However, the good news is that freckles will still respond to the Brightening Lotion. They won't disappear but the lotion will knock back their intensity.

Here is a different type of question. What is the connection between Bestow Beauty and The Graces? The Graces are my small collection of topical skincare products, which sit under the Bestow Beauty brand. In Greek mythology, the Graces were a trio of goddesses who personified beauty, charm and grace. They embodied these feminine virtues and bestowed them upon women. I think of this mythical trio as the original beauty therapists. They inspire me as symbolic archetypes who bestow beauty and grace and who work together to help women blossom. The Graces skincare products are designed to bestow grace upon specific skin concerns and challenges. They will not replace your normal skincare range but can complement it.

The Graces Brightening Lotion is a completely natural product, designed to bestow grace upon pigmented skin. It contains no nasties, is not tested on animals and is made right here in New Zealand. I hope this video has given you a good understanding of this plant-powered product and how it can brighten your complexion. We know you will love it as much as we do.



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