



BESTOW UNIVERSITY

KNOWLEDGE IS BEAUTIFUL

BESTOW THE GRACES HYDRATING SERUM

In this session I would like to talk to you about a very special product, my Bestow The Graces Hydrating Serum. This topical serum hydrates your skin with eight beautiful plant-based ingredients. It's bursting with anti-ageing and hydrating actives and is an enriching booster to add to any skincare regime. So why produce a hydrating serum? When your skin is hydrated it will feel soft, look dewy and radiate a beautiful glow. It will also function better because water promotes enzyme action in the outer most layer of our skin. Until fairly recently this layer, the Stratum Corneum, was considered to consist of dead cells. We now know that it is teeming with biological activity but only if it is provided with the vital water it needs.

Unfortunately most people have dehydrated skin without even knowing it. They have come to accept dull skin as 'normal'. Low humidity levels, cold temperatures and indoor heating all have a dehydrating effect on the skin.

When the Stratum Corneum is dehydrated all sorts of things go wrong, on both a biological and a visible level.

Enzyme action becomes impaired and many of the functions this layer would normally carry out, suffer. Visibly the skin looks dull, wrinkles and fine lines become more obvious, the skin may flush in cold or hot temperatures, it can often feel like it needs exfoliation and for some skin's, because it can be tight, it can congest more easily making it prone to acne and breakouts. Low moisture levels can even weaken and sensitise the skin.

Simply, re-hydrating the Stratum Corneum goes a long way to correcting these conditions and can take normal skin to the next level.

Let's have a look at some of the benefits of hydrating the Stratum Corneum:

- The stimulation of enzyme action revitalises lack-lustre skin.
- Pores will become less visible and the skin texture more refined.
- Dehydrated cells will pump up by 25%, softening wrinkles and fine lines.
- Skin will cope better with temperature change and be more likely to remain calm rather than flush.
- Skincare products will penetrate more easily and you won't use as much.
- You will begin to notice the dewy glow within one week!

Let's have a look at the beautiful ingredients The Graces Hydrating Serum contains:

Firstly, it contains hyaluronan. Hyaluronan is a natural humectant, helping our skin to attract and retain moisture. The result? Plumper, firmer looking skin.

There are three different types of hyaluronan in *The Graces Hydrating Serum!* Each has a different molecular size to reach and treat different levels of our skin.

The first type of hyaluronan repairs the bi-layers found between the cells of the Stratum Corneum, helping to restore skin barrier function and this results in a smoother, healthier looking skin.

The second hyaluronan has a very low molecular weight. This enables it to penetrate the entire Stratum Corneum, and not only bestows moisture from inside but supports enzyme action throughout this layer.

The final type of hyaluronan has a super low molecular weight, enabling it to reach right down into the Stratum Granulosum. At this point the body breaks it down into even smaller molecular substances which penetrate deeper again into the skin and stimulate the fibroblasts to make more type I pro-collagen. This benefit is in addition to the role it naturally plays in moisture retention.

So three amazing types of hyaluronan, each offering a different benefit for the skin and between them treating the entire upper layer of the epidermis. As a bonus, all three types are made through microbial fermentation so are not sourced from animals.

The next ingredient is **Mamaku Gel Extract**. It boosts cell renewal and is very hydrating for the skin. It also helps to repair DNA strands. This iconic New Zealand native is internationally sought after for its skin hydrating and regenerating benefits.

Kowhai Flower extract is used in traditional Maori herbal medicine. This golden flowered New Zealand native offers exceptional soothing, nourishing and skin conditioning properties.

Certified organic seaweed extract has clinically proven to be soothing, protective and antiaging for skin. It increases moisture retention, increases elasticity and reduces wrinkle depth and skin roughness.

Aloe Vera has a cooling and soothing effect on skin. It contains a feast of antioxidants to improve the skin's natural firmness and boost hydration.

Green Tea has antioxidant benefits that can help delay signs of skin ageing, such as sagging skin, fine lines and wrinkles.

Marshmallow root is a natural skincare wonder. It contains a high percentage of mucilage, which has intensive hydrating, softening and balancing properties.

So now that I've introduced you to the beautiful ingredients in The Graces Hydrating Serum, let's talk about how you use it. For best results, apply it every day for a boost in hydration after you have bathed your skin and before you apply your normal facial oil or moisturiser.

To help you incorporate The Graces Hydrating Serum into your skincare regime, I'd like to tell you about the Hydrating Routine. The heart of this ritual is skin-bathing. This is a simple way of treating dehydrated skin and is a real game-changer. To give you a better picture of how this works, let's look at the Hydrating Routine in action.

HYDRATING SERUM ROUTINE

1. Firstly, partially fill your hand basin with warm water.
 2. Then immerse a Bestow Soaking Cloth in the warm water, wring out the excess water and press the damp cloth to your face. Take three slow, deep breaths.
 3. Repeat the previous two steps to ensure your skin is well hydrated. Deep breathing puts your body into your parasympathetic nervous system, which is your rest and repair system. This simple practice makes this a very good ritual for reducing stress levels as well as being hydrating your skin.
 4. After bathing your skin, you can apply one pump of The Graces Hydrating Serum to your still-damp skin. If you would also like to brighten and even your skin tone, apply The Graces Brightening Lotion.
 5. Then quickly lock in all of this precious moisture by massaging or pressing 2-3 drops of The Graces Nourishing Oil into your skin or applying your favourite moisturiser.
- The Importance of Bathing the Skin

Water is the hidden grace in this routine. To boost luminosity, it is vital that the skin receives topical hydration. Drinking water is important for general hydration. But it's not enough for the skin. When you bathe the skin, it absorbs precious moisture in the upper layers of the epidermis. Applying The Graces Hydrating Serum immediately after bathing traps the water and stops it from escaping.

The skin will hold onto topical hydration for 12 hours and then it is thirsty for more. This is why we bathe the skin in the morning and the evening.

Do not be tempted to skip this step! Skin bathing is vital. It brings out the best in the products and in your skin.

Let's look at some FREQUENTLY ASKED QUESTIONS

Can this product be used with any other skincare products?

Yes, The Graces Hydrating Serum can complement your other skincare products by providing an additional layer of skin hydration. Apply twice-daily, underneath your preferred moisturiser or facial oil.

How long will it take to see results?

With twice-daily use as part of The Graces Hydrating Routine, most people will notice a visible improvement in the hydration and texture of their skin within one week, as long as you are also bathing your skin. Fine lines should plump out and skin appear more radiant.

Who is it suitable for?

Because The Graces Hydrating Serum revitalises dehydrated skin it is suitable for all skin types. Because most people have dehydrated skin without even realising it, they set their expectations for their skin too low. This serum will show them what their skin is capable of with hydration and optimal enzyme action.

So there you have it. The Graces Hydrating Serum, along with skin bathing, provides an ultra-hydrating boost giving skin a luminous, healthy glow.

I hope you enjoy seeing your and your client's skin transform with this great product.



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