



BESTOW UNIVERSITY

KNOWLEDGE IS BEAUTIFUL

## BESTOW BEAUTY FROM BENEATH

In this session I would like to introduce you to Bestow Beauty From Beneath.

'Beauty From Beneath' capsules are an alternative to Bestow Beauty Powder for clients who find taking a vitamin supplement more convenient for their lifestyle.

This daily supplement provides a balanced source of nutritional building blocks your skin needs to produce good quality collagen and elastin. It also promotes enzyme action and helps skin cells to regenerate and remain energetic.

To enjoy beautiful skin we need to work deeply. Beauty From Beneath feeds the skin in the deeper layers where it is formed.

It bestows beauty from beneath.

After developing Bestow Beauty Powder I felt so pleased that I had found an effective way to give clients the nutritional building blocks they needed for skin.

However, it quickly became clear that some of my clients found it inconvenient to take a powder that had to be incorporated into food. Some of them just did not enjoy smoothies. Others had very full professional lives and didn't have the time or head space to make an extra snack in order to take their Beauty Powder.

This was a problem. If taking the Beauty Powder was inconvenient for them, they stopped taking it. This meant that they stopped feeding their skin from within and we were back to square one.

Beauty From Beneath was my solution to that problem. I decided to develop a capsule using concentrated forms of vitamins and minerals instead of super foods. The client only needs to take 1-2 capsules per day to give the skin the nutrients it requires.

Beauty From Beneath is the convenient option for clients who like to be healthy – on the run.

Let me tell you about the differences between Bestow Beauty Powder and Beauty From Beneath.

Nutritionally they have similar goals; to provide the nutrients the skin requires for collagen and elastin production and healthy functioning. But how they do this is completely different...

The Beauty Powder is a blend of super-foods chosen because of the nutrients they contain. The advantages of this approach are that, being food-based; the nutrients in the Beauty Powder

are easily absorbed by our bodies. These super-foods will also contain nutrients that we are not even aware of yet. For example, scientists have recently discovered that tomato contains a powerful fat-soluble antioxidant called lycopene. Resveratrol is another phytochemical recently discovered in food sources. We haven't known about them until now but they have always been available in our food. That's the advantage of using something supplied by nature.

In contrast, Beauty from Beneath is a vitamin and mineral supplement, which is taken daily in capsule form. The advantage is that we can guarantee the quantities of nutrients in each capsule whereas nutrients in super-food sources naturally fluctuate with each harvest. Beauty From Beneath is very convenient to take and easy to travel with.

So, how do you choose which of these two products to recommend to your client?

The truth is, only you can really answer that. It comes down to understanding and working with each individual client's lifestyle, philosophy and personality.

Clients who embrace an organic, whole-foods diet tend to allow time in their life for healthy food preparation. I would steer them towards the Bestow Beauty Powder. Chances are they are making smoothies anyway.

Other clients will make the effort to incorporate the Bestow Beauty Powder into food when they understand the advantages of bio-available food sources. Even if they are not naturally 'mother earth' types, if they are results focused they will find simple ways to take the beauty powder and make it work for them.

Then there are the clients who have very busy lives and little headspace for trying new things. They want to be healthy, but they want to be healthy on the run. Beauty From Beneath is a great way to support them.

Beauty From Beneath will appeal to others because they like to know the precise amount of vitamins and minerals they are taking and the capsules gives them that certainty.

Of course, the absolute ideal would be to take both. That's what I personally do. By combining the powder and the capsules you get a wonderfully rich supply of nutrients from both food-based and supplement sources. It's the ultimate insurance.

Let me tell you a bit more about the Beauty From Beneath formulation.

It is important to use supplements just as their name suggests; to supplement a healthy diet. Beauty From Beneath supplies nutrients that can be low in our modern diet.

When it came to deciding exactly which minerals and vitamins to include in the formulation, I soon realised that there is a limit to what you can physically fit in one capsule. This meant I had to think carefully about how to wisely spend that space.

My approach was to consider all the things that our skin requires and then to prioritise the nutrients that are hard to get enough of from our diet.

For example, it is easy to get Vitamin A from food. Just one carrot will give you your daily amount of vitamin A. A kumara will give you 3 times your daily requirement. For this reason, I didn't waste space on Vitamin A in the Beauty From Beneath capsule.

Zinc on the other hand, is a key skin nutrient that most people are low in because our soils are deficient in this mineral. I have put 2 different variants of zinc into Beauty From Beneath and at really high levels.

I have put 25mg of each of the key B-complex vitamins.

In summary, Beauty From Beneath is a multi vitamin and mineral supplement designed with skin health in mind, which prioritises the nutrients we struggle to get from our diets.

As an added bonus, Beauty From Beneath powerfully supports the body's immune system and can help protect the body from viral and bacterial exposure.

Let's look at some Frequently Asked Questions

What dosage should you take? Take between 1 and 2 capsules daily after food. If you take 2 capsules, take them at different time of the day to maximise absorption.

Is it safe for pregnancy and breastfeeding? Yes it is safe, however the formulation has not been developed to address specific pregnancy and breastfeeding nutrition requirements so you are better off with a supplement designed to address this.

How should you store it? Any cool, dark place will do. The capsules themselves are made from vegetable matter and they tend to be more absorbent than animal capsules. Avoid getting capsules out with damp hands or leaving the lid off.

So, now you have a good understanding of the different ways that Bestow Beauty Powder and Beauty From Beneath nourish skin from within, and how to choose which one would be best suited for your client. Whichever you choose, you will be doing them and their skin a favour.



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