



BESTOW UNIVERSITY

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BESTOW BEAUTY PLUS OIL

In this session, I would like to talk to you about Bestow Beauty Plus Oil. This oil is a recent addition to the Bestow family. It provides extra nutritional support during times of ill health or stress.

You'll remember from the previous clip that Bestow Beauty Oil contains a blend of organic flaxseed and safflower oil. In addition to these, Bestow Beauty Plus Oil contains hemp, coconut, evening primrose and blackcurrant seed oils.

During times of stress, our bodies ability to process EFA's can become blocked. Bestow Beauty Plus Oil was developed to help get around this blockage.

To explain this more fully, I would like to show you some of the science behind essential fatty acids and how they are processed in the body. This will help you understand the differences between the two beauty oils.

You have probably heard of Omega 3 and Omega 6 EFA's, but what you may not realise is that they are actually families of fats.

The first fat in each family is called the primary EFA.

The body needs us to supply the primary EFA in our diets, and from there it can convert this primary EFA into the other fatty acids it requires for health.

For example In the Omega 6 family, the primary fat is Linoleic Acid which our body then converts to Gamma-Linolenic acid and then to Dihomo-Gamma-Linolenic acid.

Each and every member of the family of fats are important for health.

Linoleic Acid is particularly important for skin health. It is important for barrier function which protects our skin from premature ageing. It also keeps sebum flowing and prevents blockages and comedones.

Let's take a look at the Omega 3 family.

The primary fatty acid here is Alpha Linolenic Acid. From there the body converts this into Stearidonic acid and Eicosatetraenoic acid and then into EPA and DHA. These are fats you will be familiar with, because this is what we get from fish oil. These are very helpful for the body particularly in treating inflammation, but as you can see they are not the complete solution for skin because they don't include any Linoleic Acid.

Bestow Beauty Oil supplies your body with the primary fat in each of the Omega families. When your body is healthy and functioning normally this is sufficient because your body will happily convert that primary fat into the rest of the fats from the family.

However, when your body is not functioning well, it cannot convert the primary fat into the secondary fat because a blockage occurs. Some of the things that can cause this blockage are ill health, stress and nutritional deficiencies.

This is why we created the Beauty Plus Oil. It supplies both the first AND second fat in both of the families, which skirts around the blockage. Because there are never any blockages further down the chain your body can make all of these beautiful fatty acids.

The other thing the Beauty Plus Oil does is that it trains the body to process the fats again and therefore removes the blockage. It's like the body forgets how to do its job during times of stress and just needs some extra support to help it remember.

So, if you have a client who is facing some stressful challenges, the Beauty Plus Oil is a great way to nourish and support them.

After one or two bottles, clients can usually go back to Bestow Beauty Oil and the body will process fats beautifully again.

So how do you decide which of the oils you should prescribe for a client?

I always start with the Bestow Beauty Plus Oil because I know that most people are deficient in EFA's and this will give them a boost and remove any blockages. After one or two bottles I would then put them on to Bestow Beauty Oil. That's not to say that people cannot stay on the Beauty Plus oil for that extra support. The blackcurrant and coconut oils make the taste of the Bestow Beauty Plus milder and fruitier and some clients prefer it.

If a client who normally uses Bestow Beauty Oil goes through a time of stress or ill health, I recommend you put them on to the Beauty Plus oil for several bottles. They can then return to the Bestow Beauty Oil.

So as you can see, the Bestow Beauty Plus oil is a great oil to start your clients off with and to use as an extra boost in times of stress.