



BESTOW UNIVERSITY

KNOWLEDGE IS BEAUTIFUL

BESTOW BEAUTY POWDER

In this module I would like to talk to you about Bestow Beauty Powder.

Bestow Beauty Powder contains 8 super-foods which are rich in the nutrients your skin needs to produce anti-ageing structures like collagen, elastin and GAG's.

It's like an anti-ageing serum that works from within.

During this session you will learn why I developed this product, what it contains, the nutrient gaps left by our modern diet, and how to use Bestow Beauty Powder to support anti-ageing from within.

Why was it developed?

The inspiration for Bestow Beauty Powder came to me while I was doing a tramp in the Milford Sounds in the South Island of New Zealand. I was in the middle of studying nutritional medicine and had an exam coming up. So, much to the amusement of my friends, I walked the tramp with cue cards in my hands, memorising the nutritional benefits of super-foods.

In my work with clients at the time I was facing a dilemma. I knew from my research that skin cells required a wide range of specific nutrients in order to thrive, and I also knew that the average modern diet just doesn't supply enough of them.

I didn't want to give my clients a cocktail of tablets to take each day. That would be expensive and I also knew that food-based nutrients were much better absorbed by the body. I wanted to find an easy, affordable and effective way to help clients to get the nutrients they needed for beautiful skin.

Walking up the MacKinnon Pass, with a wheatgrass cue card in my hand, I had an 'aha moment'. These plant-based super foods I was studying were extremely rich in nutrients and were easily absorbed by the body. I decided to develop a product that combined skin-specific super foods into one edible powder that clients could mix into food for daily use.

Let's take a look at the ingredients in Bestow Beauty Powder and how they feed the skin. I selected eight super-foods to supply key nutrients to the skin on a cellular level.

Bestow Beauty Powder contains flaxseed fibre, kelp, spirulina, wheatgrass, alfalfa, coconut, blackcurrant extract and pumpkin flour. Together they provide a feast of vitamins, minerals, proteins, protective phytochemicals and dietary fibre.

THE PROBLEM WITH OUR MODERN DIET

Before we look at some of these super foods in more detail I would like to explain why our modern diet leaves so many nutrient gaps.

The fruit and vegetables our grandparents ate were very different in nutritional quality to what we eat today.

For starters, they usually grew them themselves in compost rich soils. Food scraps went straight back into the soil which ensured that the plants were rich in the vitamins and minerals our body needs.

Today, the fruit and vegetables we buy from the supermarket are often not locally grown. By the time our food reaches us and is stored for months many of the nutrients are degraded.

On top of that, most of our soils are fed with fertiliser, not compost. Fertiliser provides only a limited range of nutrients compared to the organic feast that compost fed plants offer.

This is why I recommend you eat organic, locally grown produce whenever possible. However, even people who eat a balanced diet often need a boost.

15 years ago about 50 % of people I tested were deficient in zinc. These days the majority of people I test are.

Bestow Beauty Powder works by using the power of super-foods to fill the nutritional gaps left by our modern diet.

Super-foods contain an extraordinary amount of nutritional value. Let me introduce you to four of my favourites from Bestow Beauty Powder.

Alfalfa. What I like about alfalfa is the roots go deeper than most crop plants so alfalfa gets to tap into nutrients that other plants can't reach. It has a broad range of vitamins and minerals required by our skin.

Blackcurrant Extract contains particular anti-oxidants that make collagen stronger and more resilient.

Pumpkin seed flour is a great source of zinc, which is a skin super-hero. It is healing and anti-inflammatory and wonderful for calming down a sensitised skin.

Kelp is so amazing. The great thing about sea vegetables is that they are grown in a mineral rich environment. Kelp bonds the minerals to proteins, which make them more easily absorbed into our body. Kelp takes seawater and concentrates

How Does It Work

Let's take a look at how all of these nutrients feed the skin.

You'll remember the fibroblast cell from our introduction session but let's recap.

Fibro-blasts are our anti-aging factories. Fibro-blasts require a huge number of vitamins and minerals to make elastic, collagen and GAG's.

Some of the benefits people have reported back to me after using this product are that their skin looks better, it heals faster, they have more energy and a greater feeling of wellbeing.

In some clients who have nutritional deficiencies you will see an improvement almost immediately. The skin is the last organ to receive nutrients and the first place to show deficiencies. It will take 6-8 weeks for the internal organs to take what they need to address deficiencies and for the nutrients to make it out to the skin.

Even if you don't see immediate benefits, these nutrients will support healthy skin production and slow the ageing process. For optimum impact this should be used as a booster for a balanced whole-food, unprocessed diet.

Bestow Beauty Powder is not a miracle cure for a bad diet, but it will greatly enhance a balanced diet of unprocessed, whole-foods.

How Do you Use It?

Your clients should take 1 tablespoon of Bestow Beauty Powder mixed into food every day. The easiest way to have is to throw it into a smoothie along with your Bestow Beauty Oil. If you are making a breakfast smoothie make sure you also add some oats or additional protein to give you lasting energy. Smoothies are also great as an afternoon snack. The nutrient boost gives you breathing space to make good choices about dinner, rather than being driven by your bodies overwhelming desire for sugar and energy.

Let's look at some frequently asked questions.

FAQ's

How should it be stored?

Store it in a cool dry place. It can be in the pantry. Doesn't have to be refrigerated. Use within six weeks but they can freeze it if they can't use it within that time.

Safe for children? Yes

Pregnancy and Breastfeeding? It has flax seed fibre, which is high in phyto-estrogens. They are in a lot of foods like legumes and beans and parsley. As far as we know it's fine, but it's best for the client to check with their doctor or midwife.

So, now you have a good understanding of how between Bestow Beauty Oils and Bestow Beauty Powder nourish your skin on a cellular level.



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