

A REVOLUTION IN ANTI-AGEING

Skincare just got interesting because a new formulation created by a world famous scientist containing a natural substances hitherto only available to those who could afford an intravenous infusion, has just been introduced to the UK.

Bel Âge delves deeper and asks Professor George Birkmayer about his new NADH Skin Serum

Why is NADH Skin Serum unique because there are many anti ageing serums available?

Because it is the first and only cosmetic which contains NADH (Coenzyme-1) a natural biological substance which occurs in every living cell. It has been shown that NADH extends the life span of heart and blood cells.

Extending life span is another term for anti-ageing.

You say that this all-natural serum will transform your skin overnight - how can this be possible?

The active ingredient of this serum is NADH, the fuel for energy production in every living cell. It has been scientifically proven that NADH increases ATP energy in the cells. The more energy a cell has available, the longer it lives.

How does the serum reach the cells?

The NADH Skin Serum is different to other creams and serums due to the special liposomes - tiny little fat droplets which can pass through the intercellular space into the dermis delivering NADH to the cells



there. These liposomes are made from lecithin, an all-natural lipid substance which we all have in our body.

Isn't that the same as for other skin products?

NO it is not the same for all skin creams and serums. Most of them do not penetrate the skin. Hence they just treat the surface of the skin.

You say that it produces energy and water and that this is all the skin needs - Other creams and products contain collagen, elastin and other skin firming ingredients - why do you say the skin needs energy and water?

NADH produces ATP energy and water. This is a biochemical dogma described in all textbooks. What we succeeded in is getting this NADH into the skin using liposomes as the transportation tool. If a cell has more energy (generated by NADH) it can produce all the essential componentsincluding collagen, elastin and other skin-firming ingredients.... to a greater extent, than without NADH. By the way, the molecules for collagen and elastin are too big to penetrate the dermis. Hence they work - if at all - only as surface treatment of the skin.

NADH Skin Serum promotes blood circulation of the skin - how does do this?

NADH has been shown to increase the pumping power of the heart. Hence more blood is pushed through the entire body including the skin.

How does this result in brighter, firmer and younger-looking skin?

If the skin has more blood supply it means more oxygen, and more oxygen leads to a rosier, brighter and more radiant appearance.

NADH Skin Serum repairs damaged skin cells and energizes ageing ones. How does this happen?

In a number of studies at various universities it has been demonstrated that NADH can repair damaged skin as well as heart, liver and lung cells.

The mechanism has not yet been elucidated totally. It is very likely that this happens via activation of the function of mitochondria, the power plant of the cell.

The serum nourishes and firms skin - How?

NADH is the key energizing molecule needed by every tissue and organ. In laymans terms - it is food for the cells, and the more you have, the better you are off. This is particularly true for the skin. The more water the skin has stored the firmer it looks. NADH reacts with oxygen to produce ATP energy and water. Many other cosmetics claim to increase water in the skin but only NADH really does this.

Other substances such as hyaluronic acid, which can store, but not produce, water have to be injected subcutaneously to become effective.

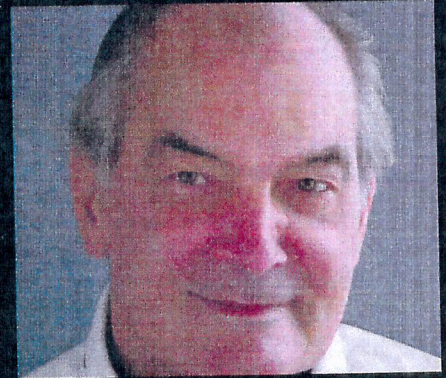
How does NADH help elasticity?

Elasticity is based on the structure of collagen, which forms the basis of elasticity. However, if collagen is lacking water then collagen changes its three dimensional structure and shrinks. This is one of the ways wrinkles arise. Hence again water is one of the key molecules for an elastic and radiant wrinkle-less skin.

Professor George Birkmayer MD PhD

Skin-ageing, the ageing brain, declining libido and overall physical performance are subjects of great interest to Prof. George Birkmayer. He is renowned globally for his ground breaking work with NADH and ageing and age related decline.

MD, PhD and Professor of Medicine at the University of Vienna, he is the leading world authority on NADH research, credited for his discovery of the therapeutic effect of (NADH) Sufficient supplies of NADH are crucial in the prevention and slowing of conditions related to ageing and it is the inability of the ageing body to produce NADH which could be at the root of ageing and age related decline as we know it.



With his patented formula for stabilised NADH he has successfully treated thousands of patients. He holds world-wide lectures on his research in Oncology, Neurology and Anti-Ageing Medicine. He is also the president of the International Academy of Tumor Marker Oncology (IATMO, New York).

How does NADH help fight the signs of ageing and stimulate cell turnover?

If the energy levels fall below a threshold, the cell will die off. Ageing cells have less energy than young, newly-formed cells. NADH goes into the skin cells keeping them energised and younger longer.

Amongst many other benefits, the effect of NADH Skin Serum has been clinically tested for ageing spots, spider veins, wrinkles and sunburn. Can you explain how each of these benefits is achieved?

In a controlled clinical study in the Department of Dermatology at the University of Freiburg, Germany using Computer-assisted photography. 2 weeks after regular use of NADH Skin Serum, twice per day, butterfly wrinkles at the eyes became less visible or disappeared totally. Spider veins disappeared 4 weeks after daily use of our Skin Serum.

Our skin serum users report that they do not get sunburn if they apply our serum before exposing their skin to the sun. We do not know the mechanism

yet. However I think that NADH itself can absorb UV light and thus protect against the damaging effect of this radiation.

Can other products penetrate the skin?

Many cosmetic products are a blend of sometimes more than 30 ingredients, and in most cases the molecular size of these substances is too big to penetrate the skin. Furthermore most contain preservatives which can have a certain degree of toxicity.

Our NADH Skin Serum contains only NADH as an active ingredient and lecithin as a carrier. It is free of preservatives and artificial colours.

Prof. George Birkmayer NADH[®]
NADH HANDELS GmbH



**NADH Skin Serum available in 10ml
£57.00 and 30ml £155.00 from
birkmayer-nadh.com or
prof-birkmayernadh.co.uk**

AN ENERGY BOOST FOR YOUR SKIN

**Be prepared for brighter, firmer,
younger-looking skin, overnight!**



**NADH SKIN SERUM is an all-natural Super Serum
which helps to fight the signs of ageing.**

Repairs damaged skin cells
Energises ageing skin cells
Reduces age spots
Sunburn protection

Firms
Nourishes
Prevents wrinkles
Improves spider veins

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