

Hira Cellvit C Lotion

Hira Cellvit C is a concentrated topical Vitamin C lotion consisting of cold pressed rosehip oil, natural vitamin E and vitamin C ester, that are absorbed transdermally. This means that this special soluble vitamin C acts directly on the skin. Its direct anti-oxidant effect on the collagen layer and will help reduce the effects of time, sun, wind and pollution. Rosehip oil acts as moisturizer and is regularly used after cosmetic surgery to speed up healing. At night apply a few drops to cleansed skin to act as a 'food' to be absorbed as you sleep. To improve its effect Hira Cellvit C may be applied after spraying the face with Hira Cellvit Mist.

The essential oils have natural preservative and anti bacterial properties.

Benefits

- Stimulates cell renewal
- Stimulates the production of collagen.
- Helps prevent the formation of wrinkles.
- Improves skin tone and colour.
- Provides a moisture barrier.
- Acts as a powerful topical anti-oxidant.

ADDITIONAL INFORMATION ON TOPICAL VITAMIN C

Vitamin C hinders the production of *arachidonic acid* which causes inflammation and converts it to less harmful substances. (Note this micro-inflammation is the first step to free radical damagea wrinkle)

There are two main types of vitamin C.

1. Water soluble vitamin C or L- ascorbic acid, which gains entry to the inside of the cell, cannot prevent free radical damage on the cell wall. It is also quite acidic and irritating breaking down within a day.
2. Oil-soluble vitamin C or vitamin C ester, which acts on the lipid layer that surrounds each cell. It acts as an effective anti-oxidant that can penetrate the cell plasma membrane.

Oil Soluble Vitamin C

- Research shows that the absorption of this vitamin C, when measured by scientists at Proctor and Gamble, is absorbed much more quickly and achieves levels ten times higher than L-ascorbic acid.
- It is not acidic and does not irritate the skin like L-ascorbic acid and can be used directly onto broken skin and sunburn without causing stinging.
- It does not cause something called the *fenton reaction*, something that happens when L-ascorbic acid is applied to skin (your skin is rich in iron.). This can produce a potentially very damaging free radical the *hydroxyl*.
- It is very stable and can be added to creams and lotions and keeps its potency for years without becoming rancid.