Does Sugar and Beauty Wellness go together?

Hello, and welcome to our blog. There are many great blogs out there but this on is ours and we are very proud of it. We thank you for the support and all the amazing compliments that we get all the time, thank you we deeply appreciate it.

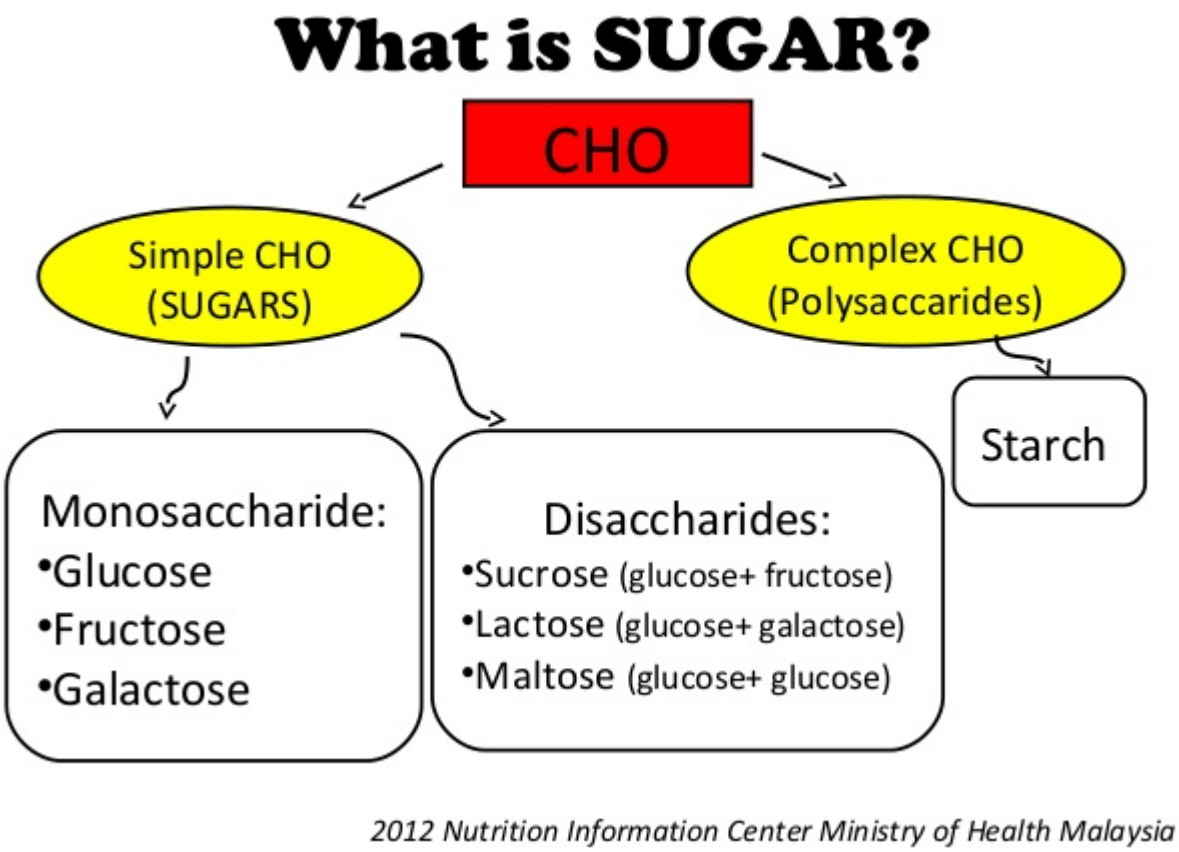
On week 234 we are sharing info nation that will for sure make many very surprised and conscious of the deep effects that

sugar has on not only our beauty but how it affects our health in a very deep way, from our moods, sleep, skin, organs, and much more. We have done very extensive research and we are bringing forward authority information from studies with facts that are eye opening in a big way about what sugar is all about!!

We knew that this product was a contradiction to health and our overall wellbeing but these facts take it to a much higher level. Sugar is disguised in so many ways in our food products that it takes a true expert to unveil it. We like to know what goes in the body of our family members as well as our own. It is frightening how the food industry camouflages this deadly product to enhance food, talk about hidden agendas that are there to make more money at the expense of the health of the consumers that don't do their research. with that said here are the facts of the one product that is in so much of the food that we consume. Please share so awareness can shift thank you for that from all of us at Isabel Beauty Blog.

Is sugar a sweet old friend that is secretly plotting your demise?

from: http://articles.mercola.com/sites/articles/archive/2010/04/20/sugar-dangers.aspx



There is a vast sea of research suggesting that it is. Science has now shown us, beyond any shadow of a doubt, that sugar in your food, in all its myriad of forms, is taking a devastating

toll on your health.

The single largest source of calories for Americans comes from sugar—specifically high fructose corn syrup. Just take a look at the sugar consumption trends of the past 300 years:

• In 1700, the average person consumed about 4 pounds of sugar per year.

• In 1800, the average person consumed about 18 pounds of sugar per year.

• In 1900, individual consumption had risen to 90 pounds of sugar per year.

• In 2009, more than 50 percent of all Americans consume one-half pound of sugar PER DAY—translating to a whopping 180 pounds of sugar per year!

Sugar is loaded into your soft drinks, fruit juices, sports drinks, and hidden in almost all processed foods—from bologna to pretzels to Worcestershire sauce to cheese spread. And now most infant formula has the sugar equivalent of one can of Coca-Cola, so babies are being metabolically poisoned from day one of taking formula.

No wonder there is an obesity epidemic in this country.

Today, 32 percent of Americans are obese and an additional one-third is overweight. Compare that to 1890, when a survey of white males in their fifties revealed an obesity rate of just 3.4 percent. In 1975, the obesity rate in America had reached 15 percent, and since then it has doubled.

Carrying excess weight increases your risk for deadly conditions such as heart disease, kidney disease, and diabetes.

In 1893, there were fewer than three cases of diabetes per 100,000 people in the United States. Today, diabetes strikes almost 8,000 out of every 100,000 people.

You don’t have to be a physician or a scientist to notice America’s expanding waistline. All you have to do is stroll through a shopping mall or a schoolyard, or perhaps glance in the mirror.

How the sugar stacks up...

Rockstar Punched Energy Drink Guava (500ml) 335 cals

19.5 tsp of sugar

Lucozade Energy Pink (500ml) 286 cals

17 tsp

Mountain Dew Citrus Blast (500ml) 240 cals

16.5 tsp

Monster Energy (500ml) 235 cals

13.75 tsp

Caffe Nero Fruit Booster Rasberry & Orange (655ml) 236 cals

13.6 tsp

Old Jamaica Ginger Beer (330ml) 201 cals

12.5 tsp

Galaxy Smooth Milkshake (376ml) 255 cals

10.9 tsp

This Juicy Water Lemons & Limes (420ml) 159 cals

9.1 tsp

Coca-Cola (330ml) 139 cals

8.75 tsp

Lipton Iced Tea Peach (500ml) 150 cals

8.5 tsp

San Pellegrino Limonata Italian Sparkling Lemon (330ml) 149 cals

8.25 tsp

Volvic Juiced Berry Medley (500ml) 130 cals

8 tsp

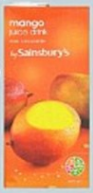
Britvic Orange 55 (275ml) 134 cals

7.5 tsp

Shloer Red Grape Juice (275ml) 118 cals

7 tsp

Sainsbury's Mango Juice Drink (200ml serving) 121 cals



6.9 tsp

Red Bull (250ml) 115 cals

6.8 tsp

Cawston Press Sparkling Elderflower Lemonade (330ml) 99 cals

6.1 tsp

Dr Pepper (330ml) 96 cals

6 tsp

Capri-Sun Blackcurrant (200ml) 100 cals

6 tsp

Welch's White Grape Pear & Apple (200ml serving) 92 cals

5.7 tsp

Ocean Spray Cranberry Classic (200ml) 92 cals

5.5 tsp

Ribena (200ml) 83 cals

5 tsp

Waitrose 50% Apple & Mango Juice (200ml serving) 66 cals

4 tsp

Sainsbury's High Juice Blackcurrant (200ml serving) 66 cals

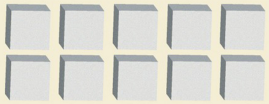
3.9 tsp

Bottlegreen Elderflower Cordial (200ml serving) 58 cals

3.6 tsp

HEY Sugar!

THERE ARE
44 GRAMS
OF SUGAR IN ONE SODA



THE EQUIVALENT TO
10 SUGAR CUBES
OR PACKETS

RECOMMENDED *intake*

MEN	WOMEN
SHOULD HAVE	SHOULD HAVE
LESS THAN	**LESS THAN**
9	6
TSP/DAY	TSP/DAY

actual intake

22.2 TSP/DAY
WHICH IS EQUIVALENT TO

OR

3 CUPS / WEEK

27 CANDY BARS

FOODS YOU WOULDNT EXPECT TO BE HIGH IN SUGAR

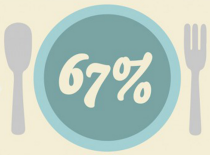
KETCHUP
CRACKERS
PEANUT BUTTER
YOGURT

then & now

IN 1822, AMERICANS CONSUMED **45 GRAMS OF SUGAR EVERY 5 DAYS,** EQUIVALENT TO 1 SODA

IN 2012, AMERICANS CONSUMED **756 GRAMS OF SUGAR EVERY 5 DAYS,** EQUIVALENT TO 12 SODAS

WHERE DOES OUR *sugar* COME FROM?



FOOD

BEVERAGES

MOST AMERICANS CONSUME MORE SUGAR AWAY FROM HOME

added SUGARS

SWEETENED DRINKS
DESSERTS
SALAD DRESSINGS

natural SUGARS

LACTOSE IN MILK
FRUCTOSE IN FRUIT
HONEY
SOME VEGETABLES

sugar in disguise

OTHER WORDS FOR "SUGAR"

***HIGH FRUCTOSE CORN SYRUP**

***DEHYDRATED CANE JUICE**

***MALTODEXTRIN**

HEALTH EFFECTS

TYPE 2 DIABETES
ADDICTION
DEPRESSION
ACNE
HEADACHES
FATIGUE
DENTAL ISSUES
OBESITY

Sugars 101 – Basics of How to Avoid Confusion on This Important Topic

It is easy to become confused by the various sugars and sweeteners. So here is a basic overview:

• Dextrose, fructose, and glucose are all monosaccharides, known as simple sugars. The primary difference between them is how your body metabolizes them. Glucose and dextrose are essentially the same sugar. However, food manufacturers usually use the term “dextrose” in their ingredient list.

• The simple sugars can combine to form more complex sugars, like the disaccharide sucrose (table sugar), which is half glucose and half fructose.

• High fructose corn syrup (HFCS) is 55 percent fructose and 45 percent glucose.

• Ethanol (drinking alcohol) is not a sugar, although beer and wine contain residual sugars and starches, in addition to alcohol.

• Sugar alcohols like xylitol, glycerol, sorbitol, maltitol, mannitol, and erythritol are neither sugars nor alcohols but are becoming increasingly popular as sweeteners. They are incompletely absorbed from your small intestine, for the most part, so they provide fewer calories than sugar but often cause problems with bloating, diarrhea, and flatulence.

• Sucralose (Splenda) is NOT a sugar, despite its sugar-like name and deceptive marketing slogan, “made from sugar.” It’s a chlorinated artificial sweetener in line with aspartame and saccharin, with detrimental health effects to match.

• Agave syrup, falsely advertised as “natural,” is typically HIGHLY processed and is usually 80 percent fructose. The end product does not even remotely resemble the original agave plant.

• Honey is about 53 percent fructose, but is completely

natural in its raw form and has many health benefits when used in moderation, including as many antioxidants as spinach.

• Stevia is a highly sweet herb derived from the leaf of the South American stevia plant, which is completely safe (in its natural form). Lo han (or luohanguo) is another natural sweetener but derived from a fruit.

safefood

The facts about sugar in drinks

Check before you choose

- Sugary drinks, a leading cause of tooth decay, are also linked with **excess weight in children**, which **increases their risk of heart disease, cancer and type II diabetes.**

- If choosing other drinks read the label to **check the sugar level, ideally choose no added or low-sugar options.**
- Limit fruit juice or a smoothie to a small glass, once a day. **Always choose unsweetened.**
- If your family is in the habit of drinking sugary drinks, **reduce them gradually. Only give them with a meal to reduce tooth decay.**
- If choosing squash or cordial, **water it down well.**
- Water is tastier when it's cold:
  - Put a jug of water in the fridge
  - Make it fun, use colourful cups and straws
- **Do not introduce sugary drinks to toddlers** in the first place then you won't have to wean them off later.

Fizzy Drinks (Regular)

Drink/ description	Sugar per 200ml serving	Equivalent in teaspoons of sugar
Club Orange	26.4g	6
Fanta Orange	24g	6
7UP	22.4g	6
Pepsi	22.4g	6
Coca Cola	21.2g	5
Lucozade	17.4g	4
Sprite	13.2g	3

Fizzy Drinks (Diet)

Drink/ description	Sugar per 200ml serving	Equivalent in teaspoons of sugar
Fanta Zero	1.6g	0
Diet Coke	0g	0
7UP Free	0g	0
Pepsi Max	0g	0

Smoothies

Drink/ description	Sugar per 200ml serving	Equivalent in teaspoons of sugar
Aldi Del Rivo (Oranges, Mangoes and Pineapple Smoothie)	27g	7
Naked (Mighty Mango Juice Smoothie)	25.3g	6
Juice Press (Raspberry and Blueberry Smoothie)	25.6g	6
Tesco (Strawberry and Banana Smoothie)	23.4g	6
Innocent (Mango and Passion Fruit)	22g	6
Lidl (Strawberry, Blackberry, and Raspberry)	17g	4

High Fruit Squashes or Cordials

Drink/ description	Sugar per 200ml serving	Equivalent in teaspoons of sugar
Sainsbury's High Juice Squash (Blackcurrant)	17.6g	4
Lidl Lindhouse High Juice (Blackcurrant)	16g	4
Asda High Juice (Blackcurrant)	15.4g	4
Lidl Lindhouse High Juice (orange)	12.8g	3
Tesco High Juice (Orange Squash)	12.2g	3
Asda High Juice (Florida Orange)	12g	3
Sainsbury's High Juice Squash (Orange)	12g	3

Regular Squashes or Cordials

Drink/ description	Sugar per 200ml serving	Equivalent in teaspoons of sugar
Ribena (Strawberry or Blackcurrant)	20g – 20.8g	5
Vimto Original Squash	9.4g	2
Miwadi Orange	4.8g	1
Dunnes Stores (Orange Squash)	1.6g	0
Asda Orange (Double Strength Squash)	0.32g	0
Tesco (Double Strength Orange, Every Day Value)	0.16g	0

Ready To Drink Fruit Juice Drinks

Drink/ description	Sugar per 200ml serving	Equivalent in teaspoons of sugar
Amigo (Orange Juice Drink)	23.2g	6
Lidl plein sud (Orange Juice Drink)	22g	6
Ribena (Blackcurrant)	21g	5
Capri Sun (Apple and Blackcurrant Juice Drink)	20g	5
Sunny D (Citrus Juice Drink)	16.5g	4
J20 (Apple and Mango Juice Drink)	12.4g	3
Aldi Rio D'oro Sun Shots (Apple Juice Drink)	6.8g	2
Tesco Fruit Splash (Orange Juice Drink, No Added Sugar)	2.2g	0
Fruice Juicy (Tropical Juice Drink, With Added Vitamins)	1.8g	0
Robinsons Fruit Shoot (Low Sugar)	1.6g	0
Dunnes Stores (Apple and Blackcurrant Juice Drink, No Added Sugar)	0.4g	0
Vimto (No Added Sugar)	0g	0

Fruit Juice Drinks (Sweetened)

Drink/ description	Sugar per 200ml serving	Equivalent in teaspoons of sugar
Del Monte (44% Fruit Juice Drink) Tropical Flavour	23.6g	6
Ocean Spray Cranberry Classic (25% Fruit Juice From Concentrate)	22g	6
Sainsbury's (Cranberry Juice Drink)	21g	5

No Added Sugar Squashes or Cordials

Drink/ description	Sugar per 200ml serving	Equivalent in teaspoons of sugar
Aldi (High Juice Orange)	2.08g	0
Sainsbury's (High Juice Orange)	2g	0
Tesco (High Juice Orange)	2g	0
Robinsons (Orange and Pineapple)	1.4g	0
Ribena (Blackcurrant)	1g	0
Dunnes Stores (Orange Squash)	0.5g	0
Aldi (Apple & Blackcurrant Squash)	0.4g	0
Miwadi Orange	0.32g	0
Fruice Orange (Double Strength)	0.24g	0
Kia Ora Orange	0.2g	0
Sainsbury's (Squash Double Concentrate, Orange Basics)	0.08g	0

Unsweetened Fruit Juices (No Added Sugar, From Concentrate or Not)

Drink/ description	Sugar per 200ml serving	Equivalent in teaspoons of sugar
Jaffa Gold Orange Juice	23.4g	6
Copella (Not From Concentrate) Orange Smooth	20g	5
Tropicana (Not From Concentrate) Orange Original	20g	5
Sqeez (From Concentrate) Orange	18.2g	5
Innocent (Not From Concentrate) Orange With Bits	16.4g	4
Sainsbury's (100% Pure Squeezed Smooth Orange Juice)	15.2g	4

4g is approximately 1 teaspoon. Assessment of the drinks was carried out in March 2016 by safefood based on drinks commonly available for purchase in retail outlets on the island of Ireland and does not represent a complete list.

For more handy tips and great ideas for you and your family, visit www.safefood.eu

All Sugars Are Not Equal

Glucose is the form of energy you were designed to run on. Every cell in your body, every bacterium—and in fact, every living thing on the Earth—uses glucose for energy.

But in this country, sucrose is no longer the sugar of choice. It's now fructose.

If your diet was like that of people a century ago, you'd consume about 15 grams per day—a far cry from the 73 grams per day the typical person gets from sweetened drinks. In vegetables and fruits, it's mixed in with vitamins, minerals, enzymes, and beneficial phytonutrients, all which moderate the negative metabolic effects. Amazingly, 25 percent of people actually consume more than 130 grams of fructose per day.

Making matters worse, all of the fiber has been removed from processed foods, so there is essentially no nutritive value at all. And the very products most people rely on to lose weight—the low-fat diet foods—are often the ones highest in fructose.

It isn't that fructose itself is bad—it is the MASSIVE DOSES you're exposed to that make it dangerous.

There are two overall reasons fructose is so damaging:

1 Your body metabolizes fructose in a much different way from glucose. The entire burden of metabolizing fructose falls on your liver.

2 People are consuming fructose in enormous quantities, which has made the negative effects much more profound.

The explosion of soda consumption is the major cause of this.

Today, 55 percent of sweeteners used in food and beverage manufacturing are made from corn, and the number one source of calories in America is soda, in the form of high fructose corn syrup.

Food and beverage manufacturers began switching their sweeteners from sucrose to corn syrup in the 1970s when they discovered that HFCS was not only far cheaper to make, but is also about 20 percent sweeter than conventional table sugar that has sucrose.

HFCS contains the same two sugars as sucrose but is more metabolically risky to you, due to its chemical form.

The fructose and the glucose are not bound together in HFCS, as they are in table sugar, so your body doesn’t have to break it down. Therefore, the fructose is absorbed immediately, going straight to your liver.

THE DIFFERENT TYPES OF SUGAR

	TYPE	EXAMPLES	SOURCES
SIMPLE SUGARS	Monosaccharides	Glucose Fructose Galactose Mannose	Fruit Milk Plant
	Disaccharides	Saccharose Lactose Maltose	
COMPLEX SUGARS	Assimilable Polysaccharides	Starch Amylose Amylopectin	Potatoes Rice Pasta Cereals Pulses
	Non-Assimilable Polysaccharides	Cellulose Hemicellulose Pectins Mucilages Gums	Seeds Pulses Green Vegetables Fruit

Too Much Fructose Creates a Metabolic Disaster in Your Body

Dr. Robert Lustig, Professor of Pediatrics in the Division of Endocrinology at the University of California, San Francisco, has been a pioneer in decoding sugar metabolism. His work has highlighted some major differences in how different sugars are broken down and used by the human body.

I highly recommend watching Lustig's lecture in its entirety if you want to learn how fructose is ruining your health biochemically.

As I mentioned earlier, after eating fructose, most of the metabolic burden rests on your liver. This is NOT the case with glucose, of which your liver breaks down only 20 percent. Nearly every cell in your body utilizes glucose, so it's normally "burned up" immediately after consumption.

So where does all of this fructose go, once you consume it?

Onto your thighs. It is turned into FAT (VLDL and triglycerides), which means more fat deposits throughout your body.

Eating Fructose Is Far Worse Than Eating Fat

However, the physiological problems of fructose metabolism extend well beyond a couple of pant sizes:

• Fructose elevates uric acid, which decreases nitric oxide, raises angiotensin, and causes your smooth muscle cells to contract, thereby raising your blood pressure and potentially damaging your kidneys.

• Increased uric acid also leads to chronic, low-level inflammation, which has far-reaching consequences for your health. For example, chronically inflamed blood vessels lead to heart attacks and strokes; also, a good deal of evidence exists that some cancers are caused by chronic inflammation. (See the next section for more about uric acid.)
• Fructose tricks your body into gaining weight by fooling your metabolism—it turns off your body's appetite-control system. Fructose does not appropriately stimulate insulin, which in turn does not suppress ghrelin (the "hunger hormone") and doesn't stimulate leptin (the "satiety hormone"), which together result in you eating more and developing insulin resistance.
• Fructose rapidly leads to weight gain and abdominal obesity ("beer belly"), decreased HDL, increased LDL, elevated triglycerides, elevated blood sugar, and high blood pressure—i.e., classic metabolic syndrome.
• Fructose metabolism is very similar to ethanol metabolism, which has a multitude of toxic effects, including NAFLD (non-alcoholic fatty liver disease). It's alcohol without the buzz.
These changes are not seen when humans or animals eat starch (or glucose), suggesting that fructose is a "bad carbohydrate" when consumed in excess of 25 grams per day. It is probably the one factor responsible for the partial success of many "low-carb" diets.
One of the most recent findings that surprised researchers are that glucose actually accelerates fructose absorption, making the potential health risks from HFCS even more profound.
You can now see why fructose is the number one contributing factor to the current obesity epidemic.

Is Uric Acid the New Cholesterol?

By now you are probably aware of the childhood obesity epidemic in America—but did you know about childhood hypertension?

Until recently, children were rarely diagnosed with high blood pressure, and when they were, it was usually due to a tumor or a vascular kidney disease.

In 2004, a study showed hypertension among children is four times higher than predicted: 4.5 percent of American children have high blood pressure. Among overweight children, the rate is 10 percent. It is thought that obesity is to blame for about 50 percent of hypertension cases in adolescents today.

Even more startling is that 90 percent of adolescents who have high blood pressure have elevated uric acid levels.

This has led researchers to ask: what does uric acid have to do with obesity and high blood pressure?

In his book, The Sugar Fix: The High-Fructose Fallout That is Making You Fat and Sick, Dr. Robert J. Johnson makes a compelling argument for a previously unrecognized connection between excess sugar consumption and high uric acid levels. However, he promotes artificial sweeteners as an alternative to sugar and makes other recommendations that I don’t agree with.

Dr. Johnson is a conventional physician who has not accepted large parts of natural medicine. However, he is one of the leading researchers defining the extent of fructose toxicity. He has spent many years of his life dedicating himself to uncover this mystery.

There are more than 3,500 articles to date showing a strong relationship between uric acid and obesity, heart disease, hypertension, stroke, kidney disease, and other conditions. In fact, a number of studies have confirmed that people with elevated serum uric acid are at risk for high blood pressure, even if they otherwise appear to be perfectly healthy.

Uric acid levels among Americans have risen significantly since the early half of the 20th century. In the 1920s, average uric acid levels were about 3.5 ml/dl. By 1980, average uric acid levels had climbed into the range of 6.0 to 6.5 ml/dl and are probably much higher now.

How Does Your Body Produce Uric Acid?

It's a byproduct of cellular breakdown. As cells die off, DNA and RNA degrade into chemicals called purines. Purines are further broken down into uric acid.

Fructose increases uric acid through a complex process that causes cells to burn up their ATP rapidly, leading to "cell shock" and increased cell death. After eating excessive amounts of fructose, cells become starved of energy and enter a state of shock, just as if they have lost their blood supply. Massive cellular die-off leads to increased uric acid levels.

And cells that are depleted of energy become inflamed and more susceptible to damage from oxidative stress. Fat cells actually become "sickly," bloating up with excessive amounts of fat.

There is a simple, inexpensive blood test for determining your uric acid level, which I recommend you have done as part of your routine health checkups. Your level should be between 3.0 and 5.5 mg/dl, optimally.

There is little doubt in my mind that your uric acid level is a more potent predictor of cardiovascular and overall health than your total cholesterol level is. Yet virtually no one is screening for this.

Now that you know the truth, you don't have to be left out in the cold, as this is a simple and relatively inexpensive test that you can get at any doctor's office. Odds are very good your doctor is clueless about the significance of elevated

uric acid levels, so it will not likely be productive to engage in a discussion with him unless he is truly an open-minded truth seeker.
Merely get your uric acid level, and if it is over 5 then eliminate as much fructose as you can (also eliminate all beer), and retest your level in a few weeks.

Sugar Sensitization Makes the Problem Even WORSE!

There is yet another problem with sugar—a self-perpetuating one.
According to Dr. Johnson, sugar activates its own pathways in your body—those metabolic pathways become “upregulated.” In other words, the more sugar you eat, the more effective your body is in absorbing it; and the more you absorb, the more damage you’ll do.
You become “sensitized” to sugar as time goes by, and more sensitive to its toxic effects as well.
The flip side is, when people are given even a brief sugar holiday, sugar sensitization rapidly decreases and those metabolic pathways become “downregulated.” Research tells us that even two weeks without consuming sugar will cause your body to be less reactive to it.
Try it for yourself! Take a two-week sugar sabbatical and see how different you feel.

Are Fruits Good or Bad for You?

Keep in mind that fruits also contain fructose, although an ameliorating factor is that whole fruits also contain vitamins

and other antioxidants that reduce the hazardous effects of fructose.

Juices, on the other hand, are nearly as detrimental as soda, because a glass of juice is loaded with fructose, and a lot of the antioxidants are lost.

It is important to remember that fructose alone isn't evil, as fruits are certainly beneficial. But when you consume high levels of fructose, it will absolutely devastate your biochemistry and physiology. Remember the AVERAGE fructose dose is 70 grams per day, exceeding the recommend limit by 300 percent.

So please BE CAREFUL with your fruit consumption. You simply MUST understand that because HFCS is so darn cheap, it is added to virtually every processed food. Even if you consumed no soda or fruit, it is very easy to exceed 25 grams of hidden fructose in your diet.

If you are a raw food advocate, have a pristine diet, and exercise very well, then you could be the exception that could exceed this limit and stay healthy.

Remember, you are also likely getting additional fructose if you consume any packaged foods at all, since it is hidden in nearly all of them.

You add it to your morning cup of coffee or tea. You bake it into pastries, cakes, and cookies. You even sprinkle it all over your breakfast cereal or your oatmeal for added "flavor."

But that's not all. It's also hidden in some beloved "treats" that people consume on a daily basis, such as sodas, fruit juices, candies, and ice cream. It also lurks in almost all processed foods, including bread, meats, and even your favorite condiments like Worcestershire sauce and ketchup.

It's none other than sugar. Most people view sugary foods as tasty, satisfying, and irresistible treats. But I believe that there are three words that can more accurately describe sugar: toxic, addicting, and deadly.

Sugar, in my opinion, is one of the most damaging substances that you can ingest – and what's terrifying about it is that it's just so abundant in our everyday diet. This intense

addiction to sugar is becoming rampant, not just among adults, but in children as well.
But how exactly does sugar work in our body, and what are the side effects of eating too much sugar on people’s health?

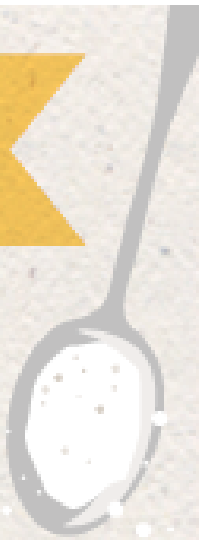
WHERE'S THE FRUCTOSE?

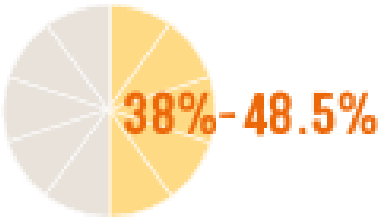
A guide to the fructose content of popular sugar substitutes

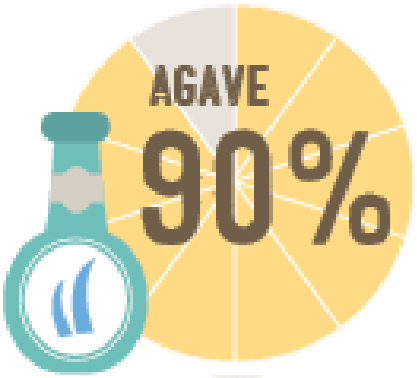
Let's start with Sucrose

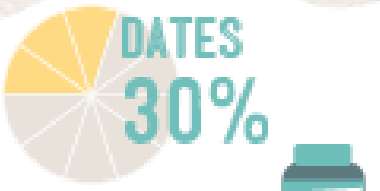
(white, brown, raw and rapadura sugar):

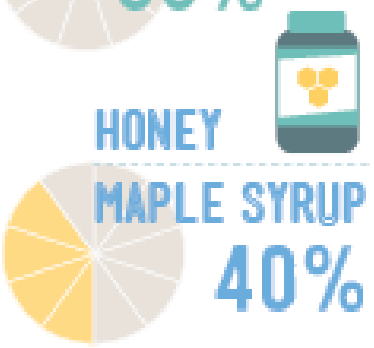
The following sugar substitutes are used to sweeten foods in a "healthier" way, but as you can see many of them still contain high percentages of fructose.

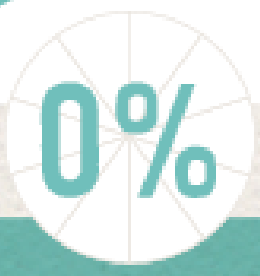












STEVIA

RICE MALT SYRUP

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Why Is Excessive Sugar Bad for Your Health?


Toxic Effects of Sugar
Premature aging process
Supresses immunity
Disturbs mineral balance
Raises cholesterol & triglycerides
Increased risk of Alzheimer's
Diabetes & hyperglycemia
Tooth decay & disease
Weight gain & obesity
Candida overgrowth
Kidney disease
Hyperactivity
Depression & anxiety
Various cancers
Weakened eyesight
Osteoperosis
Coronary heart disease
Crohn's disease & ulcerative colitis
Asthma
Arthritis
Gallstones & kidney stones
Hormonal imbalances
Appendicitis
Exacerbation of MS
Decreased growth hormones
Emphysema
Atherosclerosis
Fatty liver
Constipation
Fluid retention
Headaches & Migraines

Today, an average American consumes about 32 teaspoons of sugar per day. New numbers came out in February 2015. The Washington Post did a story on it using grams (4 grams = 1 tsp). They quoted Euromonitor's study, which said Americans are now consuming 126 grams, which would equal close to 32 teaspoons.

Euromonitor's study costs $1200 to access; the Washington Post interprets the study for free here. It's definitely alarming, considering the average Englishman during the 1700s only consumed four pounds of sugar per year1 – and that's most likely from healthful natural sources like fruits, and not from the processed foods you see on supermarket shelves today.

What's even more disturbing is that people are consuming excessive sugar in the form of fructose or high-fructose corn syrup (HFCS). This highly processed form of sugar is cheaper yet 20 percent sweeter than regular table sugar, which is why many food and beverage manufacturers decided to use it for their products, as it would allow them to save money in the long run.

HFCS is found in almost all types of processed foods and drinks today. Just take a look at this infographic to see just how much fructose is hiding in some of the most common foods you eat.

The bad news is that the human body is not made to consume excessive amounts of sugar, especially in the form of fructose. In fact, your body metabolizes fructose differently than sugar. It is actually a hepatotoxin and is metabolized directly into fat – factors that can cause a whole host of problems that can have far-reaching effects on your health.

Effects of Consuming Too Much Sugar

Dr. Robert Lustig, a professor of Clinical Pediatrics in the Division of Endocrinology at the University of California and a pioneer in decoding sugar metabolism, says that your body can safely metabolize at least six teaspoons of added sugar per day. But since most Americans are consuming over three times that amount, a majority of the excess sugar becomes metabolized into body fat – leading to all the debilitating chronic metabolic diseases many people are struggling with.

Here are some of the effects that consuming too much sugar has on your health:

• It overloads and damages your liver. The effects of too much sugar or fructose can be likened to the effects of alcohol. All the fructose you eat gets shuttled to the only organ that has the transporter for it: your liver. This severely taxes and overloads the organ, leading to potential liver damage.
• It tricks your body into gaining weight and affects your insulin and leptin signaling. Fructose fools your metabolism by turning off your body's appetite-control system. It fails to stimulate insulin, which in turn fails to suppress ghrelin, or "the hunger hormone," which then fails to stimulate leptin or "the satiety hormone." This causes you to eat more and develop insulin resistance
• It causes metabolic dysfunction. Eating too much sugar causes a barrage of symptoms known as a classic metabolic syndrome. These include weight gain, abdominal obesity, decreased HDL and increased LDL, elevated blood sugar,

elevated triglycerides, and high blood pressure.
• It increases your uric acid levels. High uric acid levels are a risk factor for heart and kidney disease. In fact, the connection between fructose, metabolic syndrome, and your uric acid is now so clear that your uric acid level can now be used as a marker for fructose toxicity.
According to the latest research, the safest range of uric acid is between 3 to 5.5 milligrams per deciliter. If your uric acid level is higher than this, then it's clear that you are at risk for the negative health impacts of fructose.

Sugar Increases Your Risk of Disease

One of the most severe effects of eating too much sugar is its potential to wreak havoc on your liver, leading to a condition known as a non-alcoholic fatty liver disease (NAFLD).
Yes, the same disease that you can get from excessive alcohol intake can also be caused by excessive sugar (fructose) intake. Dr. Lustig explained the three similarities between alcohol and fructose:
• Your liver metabolizes alcohol the same way as sugar, as both serve as substrates for converting dietary carbohydrate into fat. This promotes insulin resistance, fatty liver, and dyslipidemia (abnormal fat levels in your blood)
• Fructose undergoes the Maillard reaction with proteins. This causes superoxide free radicals to form, resulting in inflammation – a condition that can be also caused by acetaldehyde, a metabolite of ethanol
• Fructose can, directly and indirectly, stimulate the brain's "hedonic pathway," creating habituation and dependence, the same way that ethanol does
But if you think that's the only way eating too much sugar wreaks havoc on your body, you're dead wrong. Research from some of America's most respected institutions now confirms

that sugar is a primary dietary factor that drives obesity and chronic disease development.

One study found that fructose is readily used by cancer cells to increase their proliferation – it “feeds” the cancer cells, promoting cell division and speeding their growth, which allows cancer to spread faster.

Alzheimer’s disease is another deadly illness that can arise from too much sugar consumption. A growing body of research found a powerful connection between a high-fructose diet and your risk of developing Alzheimer’s disease, through the same pathway that causes type 2 diabetes. According to some experts, Alzheimer’s and other brain disorders may be caused by the constant burning of glucose for fuel by your brain.

Other diseases that are linked to metabolic syndrome and may potentially arise because of too much sugar consumption include:

Type 2 diabetes
Hypertension
Lipid problems
Heart disease
Polycystic ovarian syndrome
Dementia

How to Manage and/or Limit Your Sugar Consumption

Sugar, in its natural form, is not inherently bad, as long as it's consumed in moderation. This means avoiding all sources of fructose, particularly processed foods and beverages like soda. According to SugarScience.org, 74 percent of processed foods contain added sugar stealthily hidden under more than 60 different names.4 Ideally, you should spend 90 percent of your food budget on whole foods, and only 10 percent or less of processed foods.

I also advise you to severely limit your consumption of refined carbohydrates (waffles, cereals, bagels, etc.) and grains, as they actually break down to sugar in your body, which increases your insulin levels and causes insulin resistance.

As a general recommendation, I advise you to keep your total fructose consumption below 25 grams per day, including that from whole fruit. Keep in mind that although fruits are rich in nutrients and antioxidants, they also naturally contain fructose, and if consumed in high amounts may actually worsen your insulin sensitivity and raise your uric acid levels.

Remember that artificial sweeteners like aspartame and sucralose are also a no-no, as they actually come with a whole new set of health problems that are much worse than what sugar or corn syrup can bring.

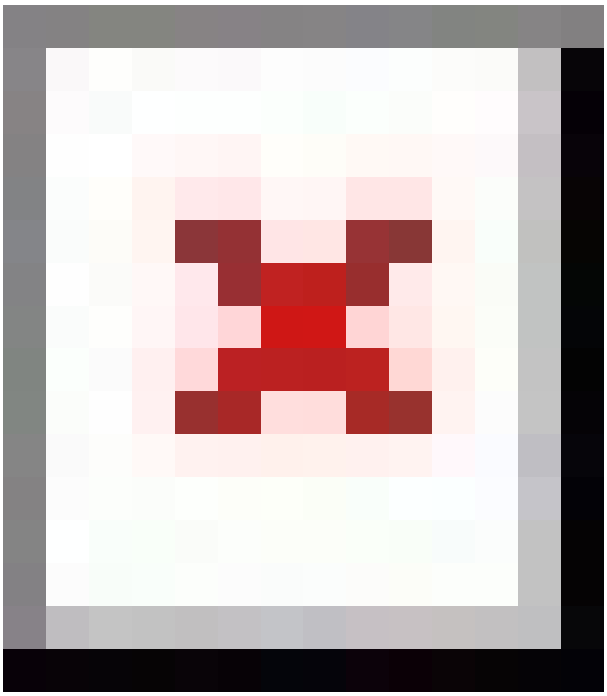
Here are some additional dietary tips to remember:

• Increase your consumption of healthy fats, such as omega-3, saturated, and monounsaturated fats. Your body needs health-promoting fats from animal and vegetable sources for optimal functioning. In fact, emerging evidence suggests that healthy

fats should make up at least 70 percent of your diet. Some of the best sources include organic butter from raw milk, (unheated) virgin olive oil, coconut oil, raw nuts like pecans and macadamia, free-range eggs, avocado, and wild Alaskan salmon.

• Drink pure, clean water. Simply swapping out all the sweetened beverages like sodas and fruit juices for pure water can go a long way toward improving your health. The best way to gauge your water needs is to observe the color of your urine (it should be light pale yellow) and the frequency of your bathroom visits (ideally, this is around seven to eight times per day).

• Add fermented foods to your meals. The beneficial bacteria in these healthful foods can support your digestion and provide detoxification support, which helps lessen the fructose burden on your liver. Some of the best choices include kimchi, natto, organic yogurt and kefir made from grass-fed milk, and fermented vegetables.



What Lies Behind Sugar Addiction

Sugar addiction obviously begins when you crave anything that contains this sweet ingredient. Eating sugar triggers production of natural opioids in your brain. These hormones aid in relieving the pain and are triggered in the same way one would consume illegal drugs.

According to researchers, your tongue has two sweet receptors

in it, which evolved during the early times, when our ancestors ate a typically low-sugar diet. As the years went by, people's tongues were still not able to adapt to sweet treats. This is why when the receptors in your tongue are highly stimulated, it results in your brain sending out excessive reward signals whenever you eat something with sugar in it, which end up overriding your self-control mechanisms. This leads to addiction.

Dr. Robert Lustig, a professor of pediatrics at the University of California, San Francisco, wrote in The Atlantic that:

"The brain's pleasure center, called the nucleus accumbens, is essential for our survival as a species… When you consume any substance of abuse, including sugar, the nucleus accumbens receives a dopamine signal, from which you experience pleasure. And so you consume more. The problem is that with prolonged exposure, the signal attenuates, gets weaker. So you have to consume more to get the same effect – tolerance. And if you pull back on the substance, you go into withdrawal. Tolerance and withdrawal constitute addiction."

Another major player in possible sugar addiction is the hormone leptin. It is responsible for telling the brain how energy that is stored from fat is to be used. Moreover, it targets taste receptors on your tongue, which could increase or decrease your food cravings. When you lack leptin or if there is a problem with your body's leptin receptors, then your chances of craving food will be bigger, and more often than not, sugar is always the first pick when it comes to combatting cravings.

Ways Sugar Can Ruin Your Health

Too much sugar can lead to detrimental effects on your health.

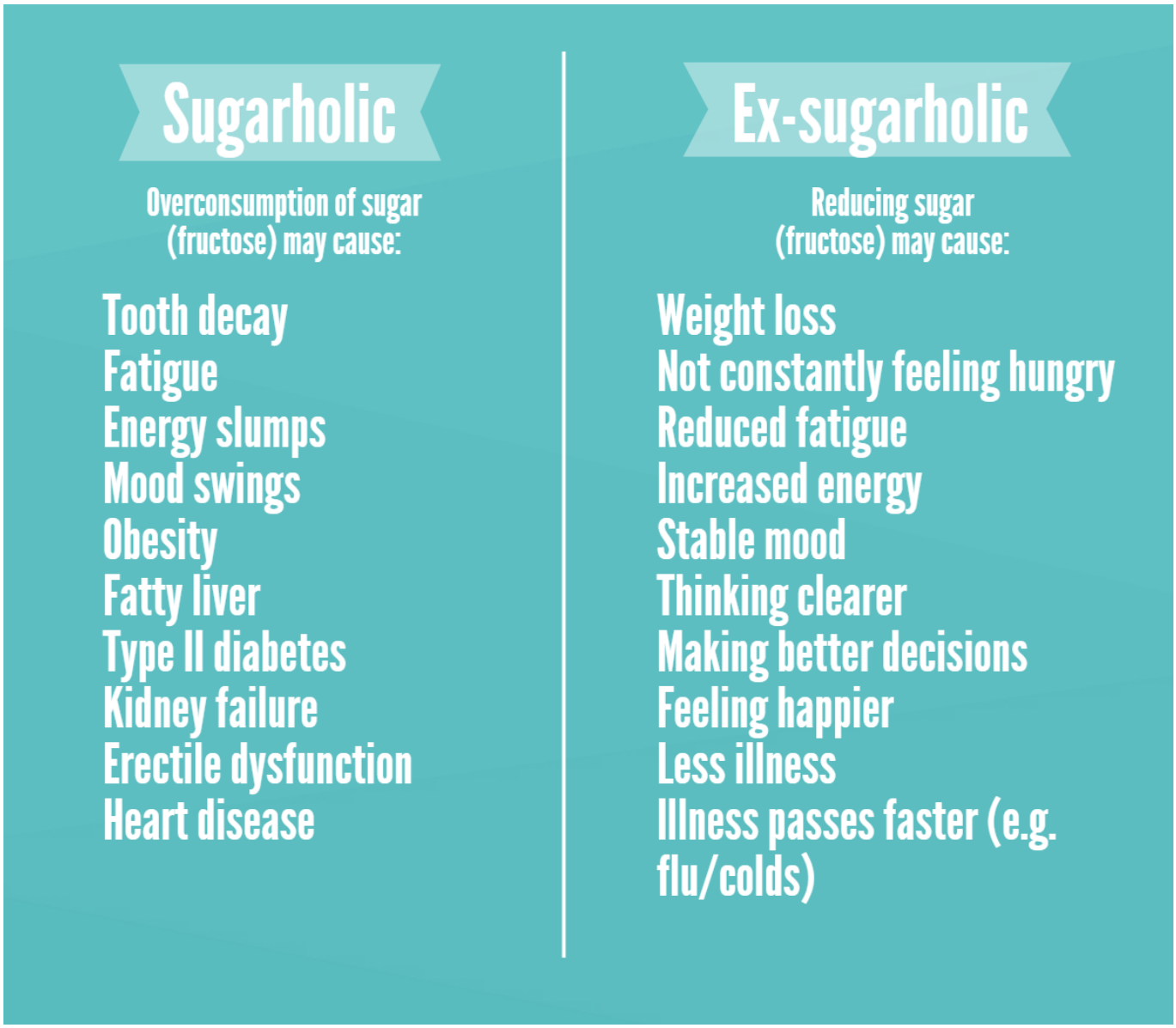
I counted at least 76 ways (yes, you read that right!) in which sugar can cause serious health risks for you. These hazards are divided into four categories: Increased Risk of Diseases and Sicknesses, Nutrient Imbalance or Deficiency, Bodily Impairments, and Behavioral Changes.

1. Nutrient Imbalance or Deficiency
2. Upsets the mineral relationships in your body
3. Chromium deficiency
4. Interferes with the absorption of calcium, magnesium, and protein
5. Increases total cholesterol, triglycerides, and bad cholesterol levels
6. Decreases good cholesterol levels
7. Lowers vitamin E levels
8. Body changes sugar into two to five times more fat in the bloodstream compared to starch
9. Behavioral Changes
10. Addictive and intoxicating, similar to alcohol
11. Rapid rise of adrenaline, hyperactivity, and anxiety
12. Leads to difficulty in concentration, drowsiness, and crankiness in children
13. Results in decreased activity in children
14. Reduces learning capacity and can cause learning disorders that could affect schoolchildren’s grades
15. Increases risk of antisocial behavior
16. Decrease in emotional stability
17. Depression
18. Alcoholism
19. Increased Risk of Diseases and Sicknesses
20. Feeds cancer cells
21. Can induce cell death
22. Increases fasting levels of glucose
23. Increases systolic blood pressure
24. Significant increase in platelet adhesion

25. Leads to formation of kidney stones and gallstones
26. Rapid sugar absorption promotes excessive food intake
27. Obesity
28. Decreases insulin sensitivity, leading to high insulin levels and eventually diabetes
29. Reactive hypoglycemia
30. Headaches, including migraines
31. Dizziness
32. Gastrointestinal tract problems
33. Food allergies
34. Promotes chronic degenerative diseases
35. Causes atherosclerosis and cardiovascular diseases
36. Causes cataracts and nearsightedness
37. May lead to autoimmune diseases like arthritis, asthma, and multiple sclerosis
38. Causes emphysema
39. Contributes to osteoporosis
40. Contraction of appendicitis, hemorrhoids, and varicose veins
41. Parkinson’s disease (people with said disease have high sugar intake)
42. Increases risk of gout and Alzheimer’s disease
43. Acidity in saliva, tooth decay, and periodontal diseases
44. Gum disease
45. Greatly promotes uncontrolled growth of Candida Albicans (yeast infections)
46. Toxemia in pregnancy
47. Contributes to eczema in children
48. Worsens symptoms of children with attention deficit hyperactivity disorder (ADHD)
49. Increases risk of polio
50. May lead to epileptic seizures
51. Could lead to high blood pressure in obese people
52. Increased consumption in intensive care units can induce death
53. Bodily Impairments
54. Has potential to induce abnormal metabolic processes in a

normal healthy individual
55. Suppression of immune system, increasing risk of contracting infectious diseases
56. Loss of tissue elasticity and function
57. Weaker eyesight
58. Premature aging
59. Increases advanced glycation end products wherein sugar molecules attach to proteins and end up damaging them
60. DNA structure impairment
61. Can cut off oxygen to brain via intravenous feedings
62. Change in protein structure and causes a permanent alteration of protein acts in your body
63. Changing of collagen structure
64. Skin aging
65. Impairs physiological homeostasis of bodily systems
66. Lowers ability of enzymes to function
67. Increases liver size by making liver cells divide, increasing the amount of liver fat
68. Increase kidney size and producing pathological changes
69. Pancreatic damage
70. Increase in body’s fluid retention
71. Affects urinary electrolyte composition
72. Slows down ability of adrenal glands to function
73. Compromises lining of capillaries
74. Brittle tendons
75. Can cause an increase in delta, alpha, and theta brain waves, which can alter the mind’s ability to think clearly
76. Causes hormonal imbalances
77. Increases free radicals and oxidative stress
78. Leads to substantial decrease in gestation, with a twofold increased risk of delivering a small-for-gestational-age infant
79. Dehydration among newborns
80. Affects carbon dioxide production when given to premature babies

How to Break Sugar Addiction



Don’t fret – it’s not too late to kick those bad habits to the

curb. I have a couple of recommendations on how to safely consume sugar without sacrificing your health.

The first would be to appeal to your emotions. Sometimes, when you crave food, it is triggered by an emotional need such as wanting to relieve stress or feel a little bit happier after a tiring day. More often than not, people tend to ignore their emotions when considering whether to eat healthy or otherwise.

I highly recommend the Emotional Freedom Technique (EFT), a simple and effective psychological acupressure technique that could help you manage the emotional components of your cravings. It has been proven to relieve a lot of emotional traumas, abolish phobias and post-traumatic stresses, break down food cravings, and lessen physical pain and discomfort.

What EFT entails in its practitioners is to have the right mindset when going on a diet or just taking steps to improve their health. If you're already curious, you can browse through the basics of EFT here.

Another way to reduce sugar consumption would be to lessen the amount of sugar that you consume on a daily basis – below 25 grams to be exact – including that from whole fruits.

I also advise you to avoid high fructose corn syrup (HFCS) at all costs. This is a sweetener that is made from corn and found in many of the food items that we eat and drink today. Now, this is considered to be deadly not only because of the amount of sugar that goes in it but also because of the health risks that it can cause, most of which were already mentioned above.

https://youtu.be/ZjG5t4LN0jA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organics
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emerginC scientific organics eyelight cream

An active, nourishing cream with super-antioxidant astaxanthin, Derm SRC™ with bamboo and pea extracts, Acquacell™ with watermelon rind and lentil extracts, grape stem cells, apple extract, rose hip, olive oil, shea butter and more, designed to fight the appearance of fine lines, wrinkles, puffiness and under-eye circles, while hydrating and brightening.

Eminence Organics Soothing Chamomile Tonique

Eminence Organics Soothing Chamomile Tonique calms and conditions the skin for a silky-smooth texture and healthy radiance. It is the perfect pairing for skin-treatments to ease irritation, including peels, enzymes, and other dermatologic procedures. Formulated for normal to oily skin but great on all skin types, this treatment toner cools on contact, and infuses the skin with healing botanicals that promote the healing process.

Eminence Organics Bamboo Firming Fluid

This light-weight fluid penetrates deep below the surface of the skin boosting collagen levels and restoring firmness and

definition to the complexion. Fine lines and wrinkles, loose skin, and uneven texture are visibly smoothed and lifted creating a more youthful-looking complexion. Skin emerges supple and firm with improved elasticity. Antioxidants go to work protecting the skin from harmful free radicals. Restore and revitalize your complexion with Eminence Organics Bamboo Firming Fluid.

Eminence Organics Calm Skin Starter Set

The Eminence Organics Calm Skin Starter Set includes a 30-day supply of organic products that target and treat sensitive skin types. Soothing and rejuvenating, each of the products infuses moisture and reduces inflammation, improving the health and appearance of even the most sensitive skin types.

With four all-natural, organic, botanically-derived products that cleanse, hydrate, treat, and relieve sensitive skin,

soothing and calming ingredients reduce redness and inflammation for a clear, beautiful complexion. Formulated with non-irritating ingredients that won’t intensify flare-ups or redness, with each use of the Calm Skin Starter Set, you’ll feel refreshed and soothed.

Eminence Organics Repair and Protect Collection

From mountaintops to oceanfronts, remote regions to urban jungles, our environments are full of stressors that affect our skin. Whether it’s UV exposure, pollution, harsh winds, or cold and dry climates, these elements can aggravate skin conditions and need special attention. Derived from rosehip and rosemary, this powerful antioxidant complex supports the skin’s defense against free radicals, provides protection and prevents further damage from environmental stressors. Help skin prepare to face the elements with the ultimate healing and protection for all skin types.

Does Psoriasis Affect Beauty?

Psoriasis

Hello everyone, thank you for all the amazing support we are so grateful. On week 233 we are sharing a compelling post, so many people are affected with Psoriasis and I have personally witnessed people that fully overcame it. So here we have authorities on the matter contributing valuable information for you to share or use yourself if you happened to be

affected by this condition. In the years that I have worked with skin, I experienced first-hand the physical and mental consciousness on people, the shame and self-confidence, the isolation and even depression from having to endure the facts and side effects of Psoriasis. We are determined to share research and tips with well-founded facts to make a difference in anyone's life that is affected. if you know someone that is afflicted with this condition please share the information, it is devastating for the ones that do.

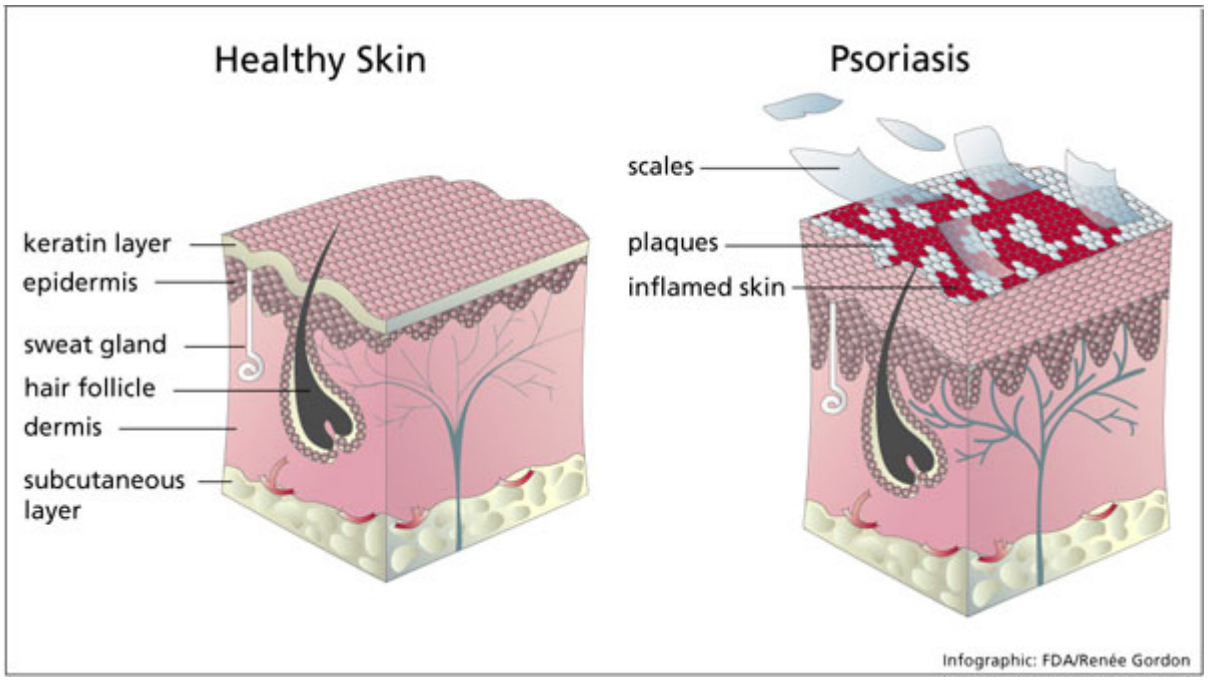
Thank you from all of us at Isabel's Beauty Blog

Psoriasis is a chronic disease of your immune system that causes cells to build up on the surface of your skin, leading to thick, red, scaly patches that are very itchy and sometimes painful. Up to 7.5 million Americans suffer from this condition, which has a surprisingly significant economic impact as well.

A new study in *JAMA Dermatology* reported that direct US healthcare costs related to psoriasis treatment may be up to $63 billion a year. There were also indirect costs (such as loss of work hours) of up to $35 billion and *another* $35 billion in costs related to associated health problems, like heart disease and depression.

Taken together, the researchers found the annual US cost of psoriasis amounted to approximately $112 billion in 2013.

Psoriasis Is More Than a Superficial Skin Condition



Although psoriasis appears as a skin condition, it is actually an autoimmune disease. Part of the reaction occurs when a type of white blood cell called a T cell mistakenly attacks healthy skin cells.

These overactive T cells then proceed to trigger other immune responses that collectively speed up the over growth cycle of skin cells, causing them to move to the outermost layer of your skin in a matter of days rather than weeks.

Because the dead skin cannot be removed quickly enough, it builds up into really thick patches characteristic of psoriasis. For up to 60 percent of people with psoriasis, the condition seriously impacts their daily life and their confidence.

The skin may become so inflamed that it cracks and bleeds. Up to 30 percent of sufferers also develop psoriatic arthritis, which can cause debilitating joint damage.

People with psoriasis are also at an increased risk of numerous other chronic diseases, including eye conditions, type 2 diabetes, high blood pressure and heart disease. And then there are the psychological repercussions.

Those who aren’t familiar with psoriasis may view it as a contagious rash, and as a result people with psoriasis may be shunned or excluded socially,becoming reclusive. People with psoriasis often suffer from depression, low self-esteem, social isolation and problems at work, which may lead to a lower income.

Vitamin D Is Crucial for Autoimmune Diseases, Including Psoriasis

If you have psoriasis, it is imperative that you have your vitamin D levels tested and maintain levels in the therapeutic range of 50-70 ng/ml year-round. Vitamin D is a potent immune modulator, making it very important for the prevention of autoimmune diseases.

Great Vitamin D test kit Dr Mercola: http://shop.mercola.com/product/vitamin-d-testing-kit,1090,438,0.htm


D·action
Vitamin D Testing Instructions
For Mercola D·action Participants only
FAQ's
(Frequently Asked Questions)
Vitamin D
Vitamin D
Scientists' Call to D*action
BLOOD SPOT CARD
315 S. COAST HWY 101
SUITE U-87
ENCINITAS, CA 92024-3555
Latex Free
STAT STRIP
Fisherbrand
Sterile Alcohol Prep Pad
STERILE
GAUZE SPONGES
2 x 2" - 8 Ply
5.1 x 5.1 cm
GrassrootsHealth

According to one study, “vitamin D could have important immunomodulatory effects in psoriasis,” but unfortunately 80 percent of patients in winter, and 50 percent in the summer, were vitamin-D deficient.

Vitamin D is thought to affect psoriasis on multiple levels, including helping to regulate keratinocyte (skin cell) growth and differentiation as well as influence the immune functions of T lymphocytes and other cells. Vitamin D also inhibits cytotoxic T cells and natural killer cell activity, potentially helping to regulate skin cell growth.

In fact, not only are vitamin D derivatives commonly used as a topical treatment for psoriasis, but phototherapy is also a preferred type of treatment.

There is also at least one published report of a specific type of drug-induced psoriasis resolving after high doses of vitamin D3 were given to treat vitamin-D deficiency.

Existing psoriasis drug treatments are risky and expensive. NPR followed one man with psoriasis who has taken multiple prescription drugs for psoriasis, including experimental drugs and is still suffering.

One of the drugs, Raptiva, was pulled from the market for increasing the risk of deadly brain infections. Another Stelara, worked, but only for five years when his symptoms returned. In those five years alone, he reported the drug costs added up to $250,000.So is best to do a full research before creating more and bigger problems.

One of the most common psoriasis treatments is the drug psoralen combined with UV light exposure (known as PUVA). Psoralen makes your skin more sensitive to UV light, but it is often combined with UVA exposure. UVA rays are the type associated with skin damage, while UVB light causes your skin

to produce vitamin D.

Optimize Your Vitamin D Levels If You Have Psoriasis

Typically, the best psoriasis treatment is exposure to sunlight to optimize your vitamin D levels. You don’t need to visit a dermatologist; you can do it yourself.

Speaking out in a professional capacity against this idea can cost you. In 2004, Dr. Michael Holick published the book, *The UV Advantage,* in which he encouraged readers to get some sensible sun exposure.

Ultraviolet Light from by Philips

At the time, he was a professor of dermatology because of the work he’d been doing with active vitamin D for the treatment of psoriasis. In fact, he’d received the American Skin Association’s Psoriasis Research Achievement Award—a rather prestigious award.

"As a result, I was in the department of dermatology, continuing to do psoriasis research. But once I began recommending sensible sun exposure for vitamin D, which is counter to what the American Academy of Dermatology's message was, I was asked to step down as professor of dermatology back in 2004…

The American Academy of Dermatology still recommends: you should never be exposed to one direct ray of sunlight for your entire life."

This is highly counterintuitive, given the research showing how beneficial vitamin D is for psoriasis. Sunlight exposure works, in part, because UV rays in sunlight and certain types of artificial light kill off the activated T cells in your skin.

This slows down cell turnover and reduces the scaling and inflammation of your skin.

Proper sunlight exposure will help you get your vitamin D levels into the therapeutic range, which has additional health benefits as well. It's probably no coincidence that people with psoriasis, who are often vitamin D deficient, have an increased risk of chronic diseases like heart disease and metabolic syndrome – which are *also* associated with low vitamin D.

Have You Checked Your Vitamin D Level Lately?

While the optimal level for general health lies between 50-70 ng/ml, when treating chronic diseases such as cancer, heart disease, and autoimmune (i.e. psoriasis) and/or neurological

diseases, your level should ideally be somewhere between 70-100 ng/ml, which is about double what is typically considered “normal.”

It’s important to realize that vitamin D deficiency is common a*round the world*, even in areas where you’d suspect most people would get plenty of sun exposure. One recent study done in India found that 69 percent of 37,000 people tested across the country were vitamin D deficient (at or below 20 ng/ml), and another 15 percent had insufficient levels (20-30 ng/ml). Men between the ages of 31-60 and women aged 16-30, were at highest risk of vitamin D deficiency, although in the US the elderly are also seriously at risk.

The ideal method to optimize your vitamin D levels is through sensible UVB exposure. You can also use an oral supplement of vitamin D3. GrassrootsHealth has a helpful chart showing the average adult dose required to reach healthy vitamin D levels based upon your measured starting point. Many experts agree that 35 IUs of vitamin D per pound of body weight could be used as an estimate for your ideal dose, but you’ll need to

test and monitor your levels to be sure.

If Taking a Vitamin D Supplement, Remember K2 and Magnesium, Too

If you opt for a supplement, be sure to take vitamin D3—not synthetic D2—and take vitamin K2 and magnesium in conjunction with it. Vitamin D is fat-soluble, so taking some form of healthy fat with it will also help optimize absorption. The biological role of vitamin K2 is to help move calcium into the proper areas in your body, and without sufficient amounts, calcium may build up in areas such as your arteries and soft tissues. This can cause calcification that can lead to hardening of your arteries—a side effect previously thought to be caused by vitamin D toxicity. We now know that inappropriate calcification is actually due more to lack of K2 than simply too much vitamin D.

Magnesium is also important, both for the proper function of calcium and for the activity of vitamin D as it converts vitamin D into its active form. Magnesium also activates enzyme activity that helps your body use the vitamin D. In fact, all enzymes that metabolize vitamin D require magnesium to work. As with vitamin D and K2, magnesium deficiency is also common, and if you're lacking in magnesium and take supplemental calcium, you may exacerbate the situation.

Vitamin A, zinc, and boron are other important cofactors that interact with vitamin D. When taking supplements, it can be easy to create lopsided ratios, so getting these nutrients from an organic whole food diet and sensible sun exposure is generally your best bet. Dietary sources of magnesium include sea vegetables, such as kelp, dulse, and nori. Vegetables can also be a good source. As for supplements, magnesium citrate

and magnesium threonate are among the best.

We need fat to absorb Vitamin A so add a dash of coconut, coconut cream or oil when eating these foods (though just a little!)

SESAME SEEDS

SPINACH

ASPARAGUS

PUMPKIN SEEDS

SHIITAKE MUSHROOMS

MISO

ZINC RICH FOODS

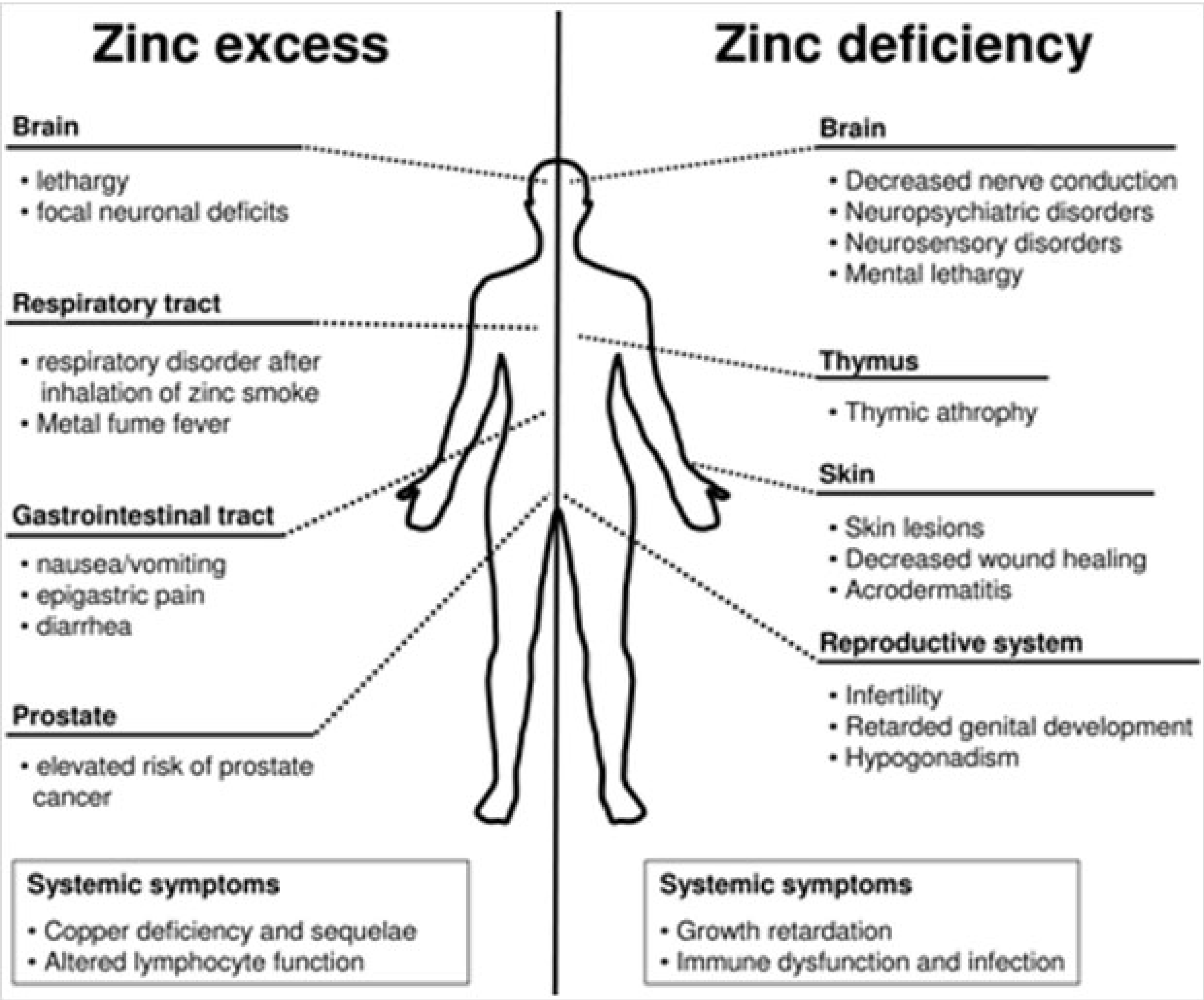
CHARD

MAPLE SYRUP

CRIMINI MUSHROOMS

OATS

Visit RawganicVegan for more healthy tips!



Source: mapl.com

How Vitamin D Performance Testing Can Help Optimize Your Health

A robust and growing body of research clearly shows that vitamin D is absolutely critical for good health and disease prevention. Vitamin D affects your DNA through vitamin D receptors (VDRs), which bind to specific locations of the human genome. Is it any wonder then that no matter what disease or condition is investigated, vitamin D appears to play a crucial role? This is why I am so excited about the D*Action Project by GrassrootsHealth. It is showing how you can take action today on known science with a consensus of experts without waiting for institutional lethargy.

It has shown how by combining the science of measurement (of vitamin D levels) with the personal choice of taking action and, the value of education about individual measures that one can truly be in charge of their own health. In order to spread this health movement to more communities, the project needs your involvement. To participate, simply purchase the D*Action Measurement Kit and follow the registration instructions included. (Please note that 100 percent of the proceeds from the kits go to fund the research project. I do not charge a single dime as a distributor of the test kits.)

As a participant, you agree to test your vitamin D levels twice a year during a five-year study and share your health status to demonstrate the public health impact of this nutrient. There is a $65 fee every six months for your sponsorship of this research project, which includes a test kit to be **used at home**, and electronic reports on your ongoing progress. You will get a follow-up email every six months reminding you “it’s time for your next test and health survey.”

Both eczema and psoriasis are potentially allergic conditions that can be triggered by environmental factors and dozens of other external irritants like:

- Laundry detergent
- Soaps
- Household chemicals
- Workplace chemicals
- Perfumes
- Animal dander
- Metals (such as nickel in jewelry)

While psoriasis is most often linked with external allergic triggers, eczema is often caused by food allergies.

However, although they’re different diseases and have varying triggers, their treatments have many commonalities.

How to Effectively and Inexpensively Treat Eczema and Psoriasis

Eczema is “the itch that rashes,” meaning, there’s really no rash until you start scratching the itchy area. Hence, the first thing you need to do is to *stop scratching!*

Addressing the itch – As anyone with eczema will attest, this is easier said than done. But fortunately, there IS a really simple, inexpensive way to relieve the itch: Simply put a saltwater compress over the itchy area.

You’ll want to use a high-quality natural salt, such as

Himalayan salt. Simply make a solution with warm water, soak a compress, and apply the compress over the affected area. You’ll be amazed to find that the itching will virtually disappear!

Another method that can be helpful for reducing or stopping the itch is EFT.

Proper skin hydration – When working with any type of skin condition, you need to make sure your skin is optimally hydrated. Skin creams are rarely the answer here, but rather you'll want to hydrate your skin from the inside out by consuming high quality, animal-based omega-3 fats in your diet.

Your best sources for omega-3s are animal-based fats like krill oil or fish oil. I also find it helpful to include a bit of gamma linoleic acid, typically in the form of primrose oil, as this works remarkably well for eczema. Products like "krill for women" are good for both sexes for this condition as they have both fatty acids.

Plant-based omega-3s like flax and hemp seed, although decent omega-3 sources in general, will not provide the clinical benefit you need to reduce inflammation and swelling in your skin.

Secondly, you'll want to reduce your exposure to harsh soaps and drying out your skin with excessive bathing. Use a very mild soap when you cleanse your skin, especially in the winter to avoid stripping your skin of moisture.

Taking care of your gut = Taking care of your skin – Many don't realize this, but the health and quality of your skin is strongly linked to the health of your gut. I recommend taking a high-quality probiotic to ensure optimal digestive health. Fermented foods can be used as well, but are neither as common nor as easy to use.

Diet and skin quality – Food allergies play an enormous role

in eczema. In my experience, the most common offending agent is wheat, or more specifically, gluten. Avoiding wheat and other gluten-containing grains is therefore, a wise first step.

CALCIUM-RICH FOODS

For a laminated, A4 poster of this chart for your kitchen, visit www.vivashop.org.uk/viva/calcium-poster


Almonds


Amaranth grain


Asparagus


Apricots (dried)


Artichokes


Baked beans (haricot)


Blackberries


Blackstrap molasses


Blackcurrants


Bok choy


Brazil nuts


Bread (wholemeal)


Broccoli


Chickpeas


Cinnamon


Edamame (soya beans)


Fennel


Kale


Kidney beans


Olives


Oranges


Sesame seeds
(and other seeds)


Soya milk (fortified)


Spring greens


Tofu


Swede


Walnuts


Watercress

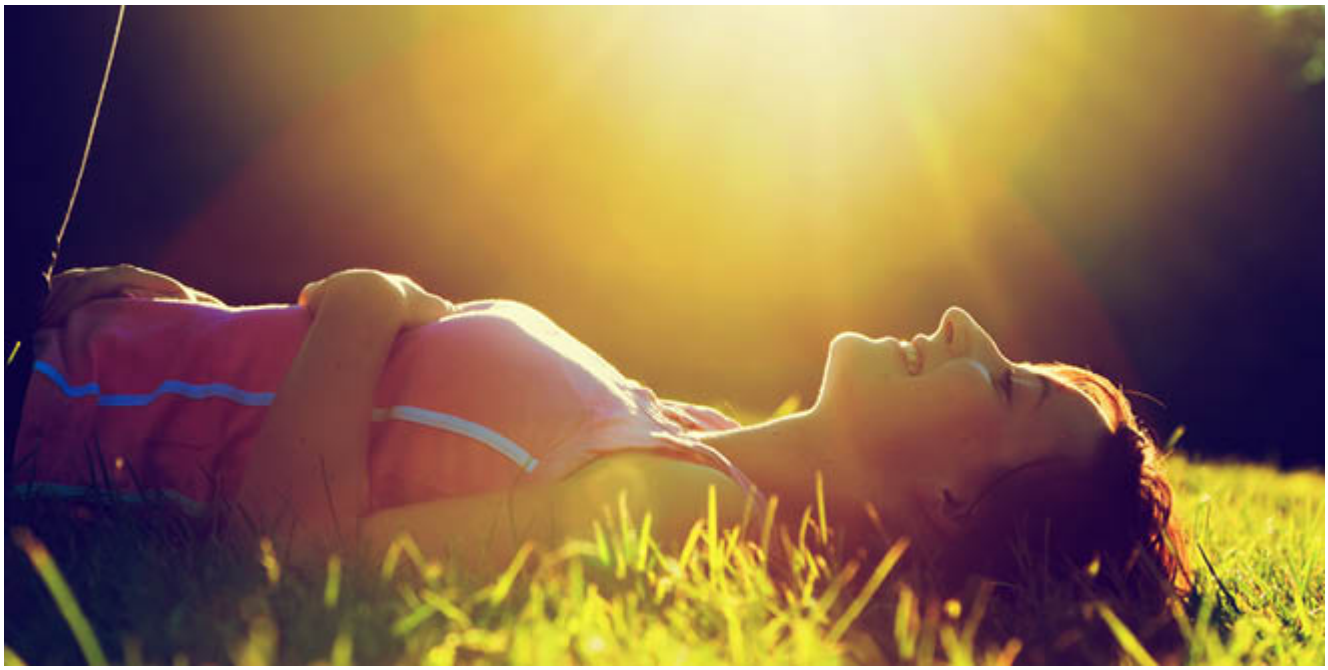
If you were to visit my clinic outside of Chicago as a new patient, one of the first steps we would advise would be to go on a gluten-free diet for a number of weeks and carefully observe any health improvements. This is an enormously common

problem and many of our patients are surprised to find how much improvement they actually achieve from this step.

Avoiding grains will also reduce the amount of sugar in your system, which will normalize your insulin levels and reduce any and all inflammatory conditions you may have, including inflammation in your skin.

Other common allergens include milk and eggs. I recommend you do an elimination trial with these foods as well. You should see some improvement in about a week, sometimes less, after eliminating them from your diet if either of them is causing you trouble.

Basking in the sun – Vitamin D in the form of sun exposure is your best friend when dealing with either of these skin conditions, but it’s especially helpful for psoriasis.



I produced a one-hour lecture that explains the health benefits of this long under-appreciated vitamin, so if you haven’t seen it already, I strongly recommend you take the time to watch this free video now.

This video is a must to understand

Vitamin D

https://youtu.be/vS9acVgQjZY

Ideally, you'll want to get your vitamin D from appropriate sunshine exposure because UVB radiation on your skin will not only metabolize vitamin D but will also help restore ideal skin function. High amounts of UVB exposure directly on affected skin – but not so much to cause sunburn! – will greatly improve the quality of your skin.

However, if you can't get sufficient amounts of sun during the winter months, a high-quality safe tanning bed can suffice. A safe tanning bed will provide the optimized forms of UVA and UVB wavelengths, without dangerous magnetic skin balance.

Why Conventional Treatments Fail

You don't have to use expensive, dangerous medicines to treat eczema or psoriasis!

Steroid creams especially, are clearly something you'll want to avoid, because although they work initially, you will tend to rapidly develop tolerance to them. These creams contain synthetic steroids, which are absorbed into your skin, and can wreak serious havoc with your adrenal system.

So please, avoid steroid creams and other potentially dangerous medications for these skin conditions and use these natural methods instead. You'll find they work almost all the time, especially if you diligently apply them.

Western Medicine believe

from: https://en.wikipedia.org/wiki/Psoriasis

Psoriasis has a potential to be long-lasting autoimmune disease characterized by patches of crusty skin. These skin patches are typically red, itchy, and scaly. They may vary in severity from small and localized to complete body coverage. Injury to the skin can trigger psoriatic skin changes at that spot, which is known as Koebner phenomenon.

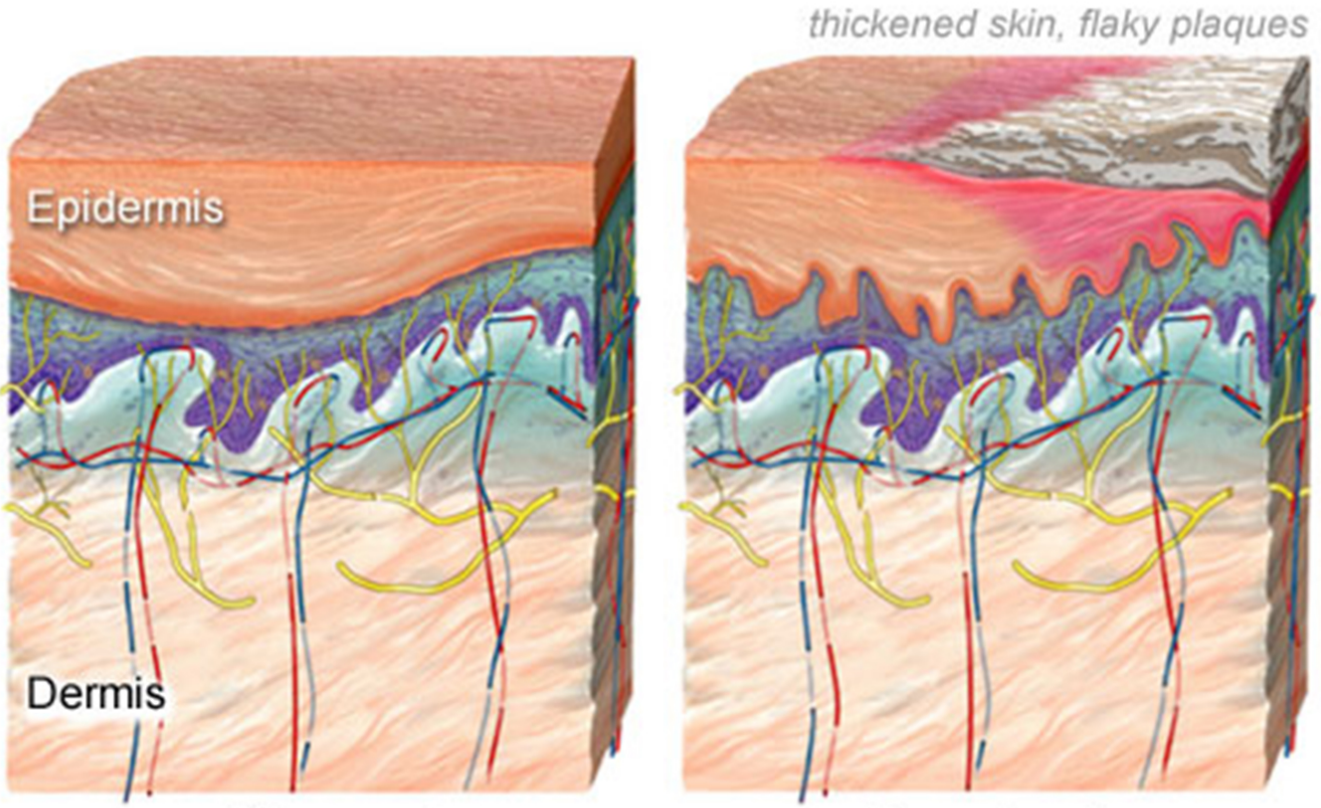
There are five main types of psoriasis: plaque, guttate, inverse, pustular, and erythrodermic. Plaque psoriasis, also known as psoriasis vulgaris, makes up about 90% of cases. It typically presents with red patches with white scales on top. Areas of the body most commonly affected are the back of the forearms, shins, around the navel, and the scalp. Guttate psoriasis has drop-shaped lesions. Pustular psoriasis presents with small non-infectious pus-filled blisters. Inverse psoriasis forms red patches in skin folds. Erythrodermic psoriasis occurs when the rash becomes very widespread, and can develop from any of the other types. Fingernails and toenails are affected in most people at some point in time. This may include pits in the nails or changes in nail color.

Psoriasis is generally thought to be a genetic disease which

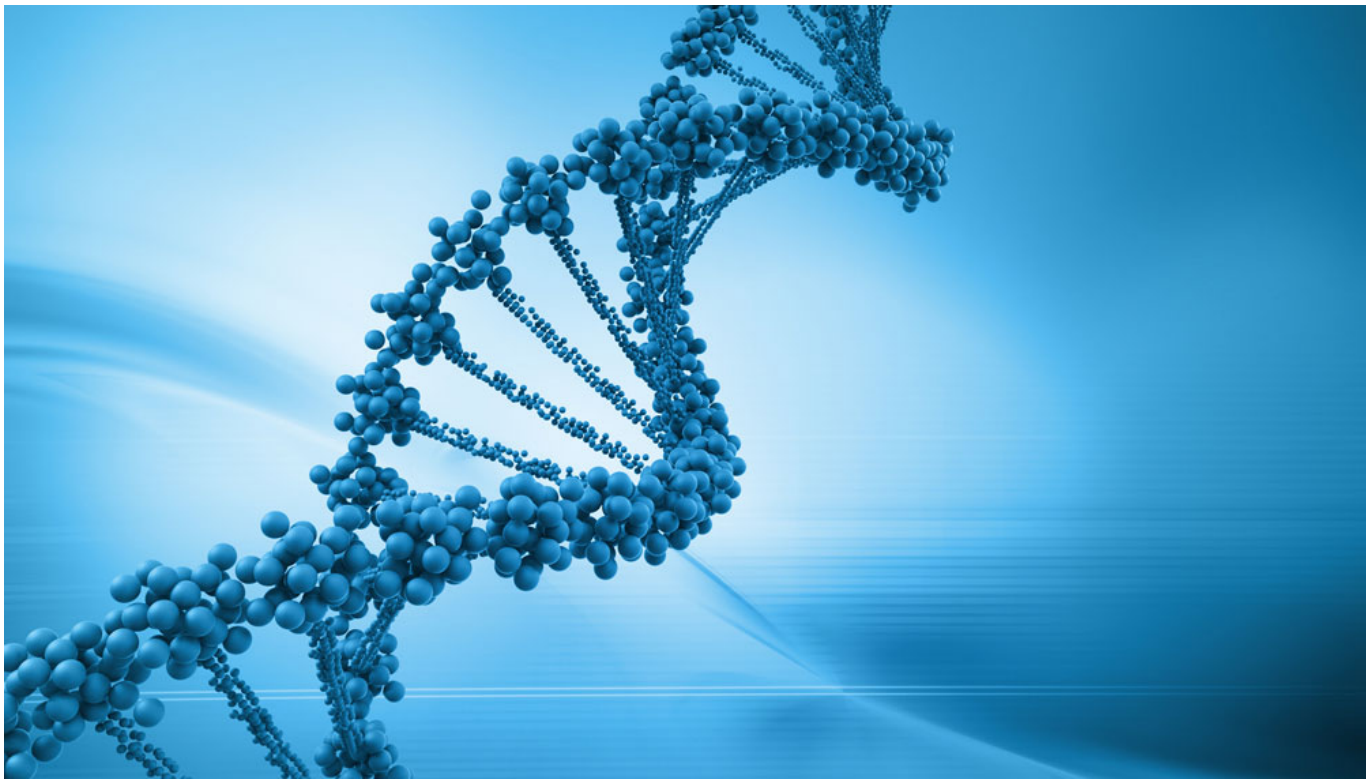
is triggered by environmental factors. In twin studies, identical twins are three times more likely to both be affected compared to non-identical twins; this suggests that perhaps genetic factors predispose to psoriasis. Symptoms often worsen during winter and with certain medications such as beta blockers or NSAIDs. Infections and psychological stress may also play a role. Psoriasis is not contagious. The underlying mechanism involves the immune system reacting to skin cells. Diagnosis is typically based on the signs and symptoms.

Various treatments can help control the symptoms. These treatments may include vitamin D3 cream, ultraviolet light. About 75% of cases can be managed with creams alone. It affects 2–4% of the population. Men and women are affected with equal frequency.

Underneath the Skin


thickened skin, flaky plaques
Epidermis
Dermis
Normal
Psoriasis

The Genetic Link



If you have psoriasis, it’s possible that someone in your family may have had it too. That’s because there appears to be a genetic link for psoriasis.

One out of 3 people with psoriasis reports having a relative with the disease. And researchers say that up to 10% of the

general population may inherit one or more genes that predispose them to psoriasis, though only 2% to 3% of people with the gene actually develop the disease.

Environmental Triggers

While psoriasis is most often linked with external allergic triggers, eczema is often caused by food allergies. The most common allergens include wheat, nuts, seafood, eggs and some fruits, such as strawberries.

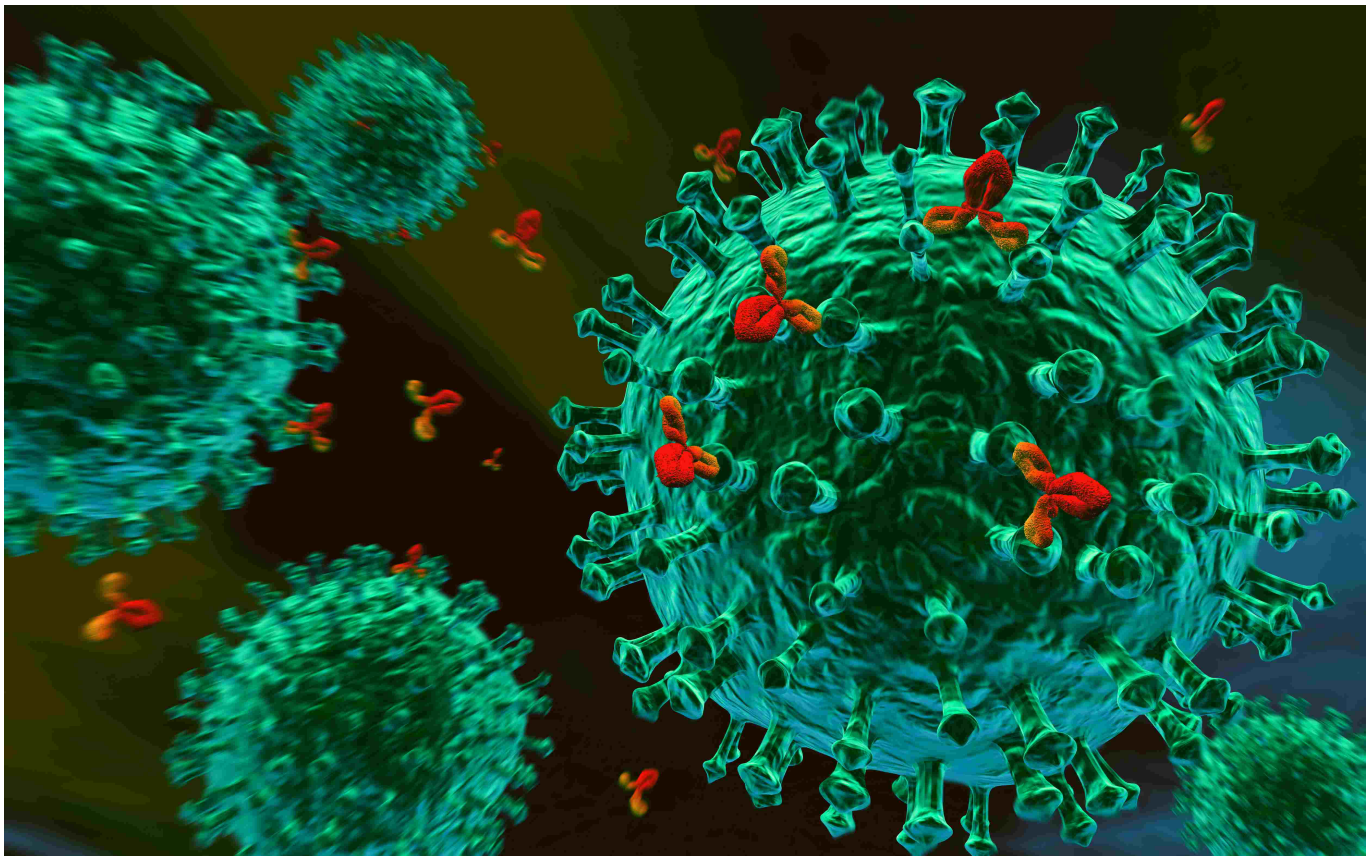
Psoriasis is often associated with food intolerances and multiple chemical sensitivities. If you have been regularly reading my articles, this will likely ring a bell, since food intolerances and multiple chemical sensitivities are often the result of dysbiosis or an imbalance of intestinal flora that causes yeast overgrowth. This is sometimes accompanied with widespread systemic effects.

Another major cause of psoriasis is SAD – the dreaded Standard American Diet – which is rich in sugar and processed and refined foods. This sugar-filled diet eventually begins to wreak havoc with many aspects of our health.

Science suggests eczema and psoriasis may be autoimmune disorders, which in allopathic medicine tends to be a "cop-out" diagnosis. Integrative medicine argues that our immune system does not attack a healthy body. However, the immune system will go into overdrive when the body becomes toxic. An example of this is the simple case of aspartame, the poisonous artificial sweetener. Most "diet" products contain aspartame, a substance that people take in hopes of losing weight or use as a "healthier" substitute for sweetened products. These people often end up with itchy rashes that can be indistinguishable from eczema.

A naturopathic doctor would say that in an attempt to eliminate aspartame, its metabolites are excreted to the skin surface where it causes irritation.

The Key Role of the Immune System



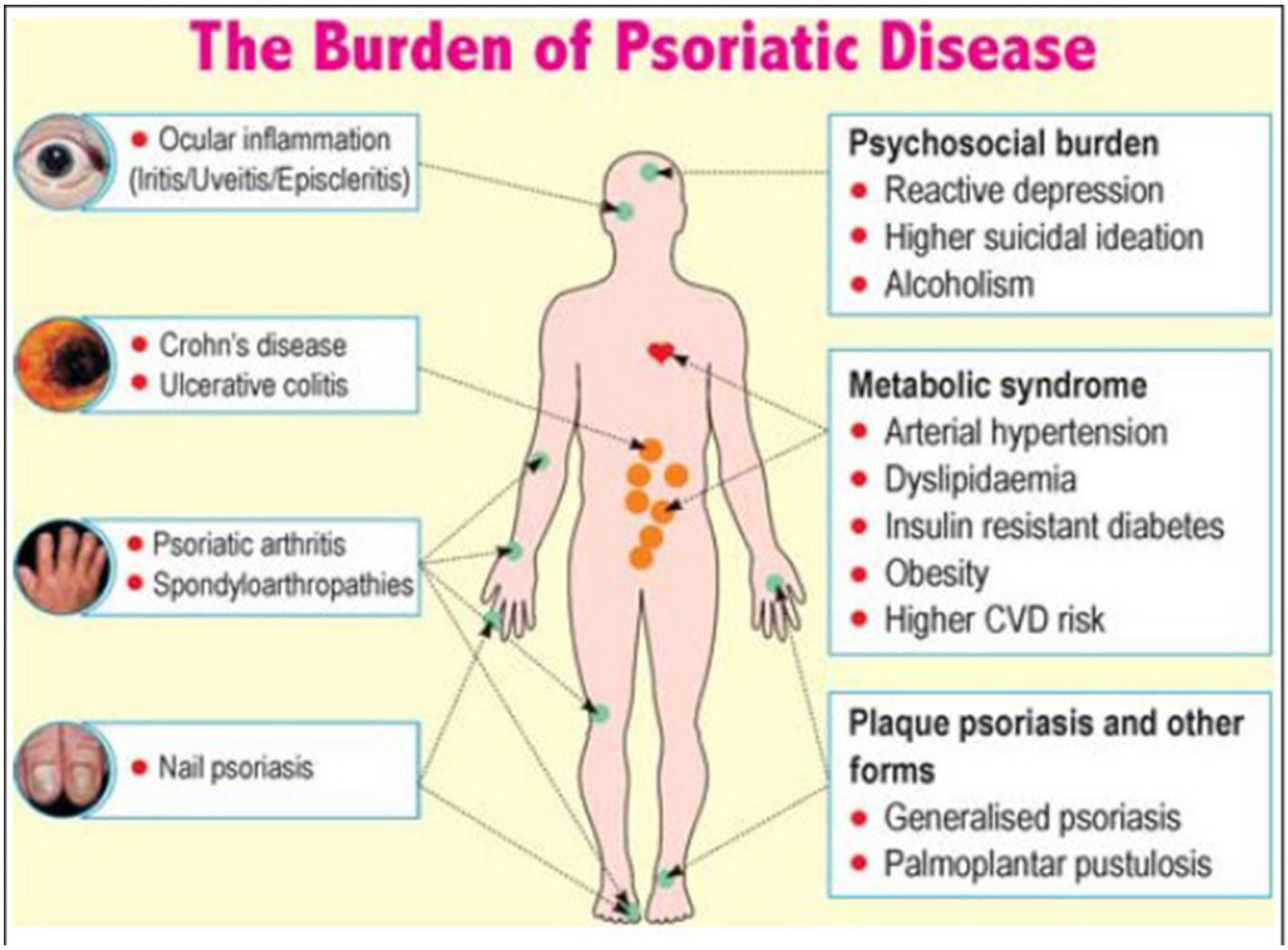
Your immune system is meant to protect you when an “intruder,” like a cold virus, enters your body. But sometimes the immune system mistakes your body’s healthy cells for intruders and attacks them. While the exact cause of psoriasis isn’t fully understood, scientists believe psoriasis is the result of

several factors, including the immune system.

When you have psoriasis, your immune system is overactive. This creates inflammation inside the body, which is a cause of the symptoms you see on the skin. More healthy cells are produced than normal. Those excess cells get pushed to the surface of your skin too quickly. Normally, it takes about a month for your skin cells to cycle through your body. With psoriasis, it takes days.

Your body simply can’t shed skin cells that quickly, so the cells build up on the surface of your skin. The thick, red patches you see on your skin (called plaques) are actually a buildup of excess skin cells.

Psoriasis and Comorbidities



When a person has two or more diseases at one time, these are called “comorbidities.”

Comorbidities associated with psoriasis include other immune conditions such as psoriatic arthritis and Crohn’s disease.

It’s important to keep your doctor informed about any symptoms you may be having so the two of you can decide how to possibly avoid or manage comorbidities.

Other Comorbidities

Psoriasis has been linked to other health conditions. Psoriasis is not thought to cause these conditions or vice versa. Patients with psoriasis have a greater likelihood of being diagnosed with the following conditions:

- Psoriatic Arthritis
- Type 2 diabetes
- Cardiovascular disease
- High blood pressure
- Crohn’s Disease
- High cholesterol
- Depression
- Ulcerative colitis

Here are some herbs/natural remedies that may help with your psoriasis or psoriatic arthritis.

RawForBeauty.com

Natural Remedies for Psoriasis

Apple cider vinegar

Epsom salts

Olive oil

Aloe vera

Dead Sea Salt

Coconut oil

Sunlight

Tea tree oil

Dead Sea Mud

Goldenseal

Comfrey

Neem Leaf Oil

from: https://www.psoriasis.org/treating-psoriasis/complementary-and-alternative/herbal-remedies

Aloe Vera

Gel from the aloe plant can be applied to the skin up to three times a day. Some research shows it can help reduce redness and scaling associated with psoriasis. Look for creams containing 0.5% aloe. No benefit has been shown from taking

aloe in tablet form and it can be dangerous.

Apple Cider Vinegar

Used by ancient cultures as a disinfectant, apple cider vinegar may help relieve scalp itch from psoriasis. You can buy a bottle of organic apple cider vinegar at the grocery store and apply it to your scalp several times a week. Some people report diluting vinegar with water on a 1-to-1 ratio helps prevent a burning sensation. Others say they need to rinse the skin once the solution has dried to prevent irritation. Skip this cheap remedy if your scalp skin is cracked or bleeding. If you have open wounds, vinegar will only irritate your skin and cause a burning sensation. If it works for you, you should see results within a few weeks.

Capsaicin

Capsaicin is the ingredient in chili peppers that make them hot. Added to creams and ointments, capsaicin blocks nerve endings that transmit pain. Researchers from the University Medical Center Freiburg, in Freiburg, Germany, found OTC creams containing capsaicin may help reduce the pain, inflammation, redness and scaling associated with psoriasis. However, more research is needed to assess its long-term

benefits and safety. Some people may feel a burning sensation where capsaicin ointment is applied.

Dead Sea Salts

Adding Dead Sea salts or Epsom salts to your warm (not hot) bath water and soaking in the tub for about 15 minutes may help remove scales and ease itching. Be sure to apply moisturizer to your skin as soon as you get out of the tub.

Oats

Oats are considered one of nature’s best skin soothers. There is no scientific evidence to support the use of oats to relieve psoriasis symptoms. But many individuals with psoriasis report applying an oat paste or taking a bath in oats relieves their itchy skin and reduces redness.

Tea tree oil

Tea tree oil is from the leaves of a plant that is native to Australia. Tea tree oil is believed to have antiseptic qualities and can be applied to the skin. Some people find using shampoos with tea tree oil helps relieve their scalp psoriasis.

Turmeric

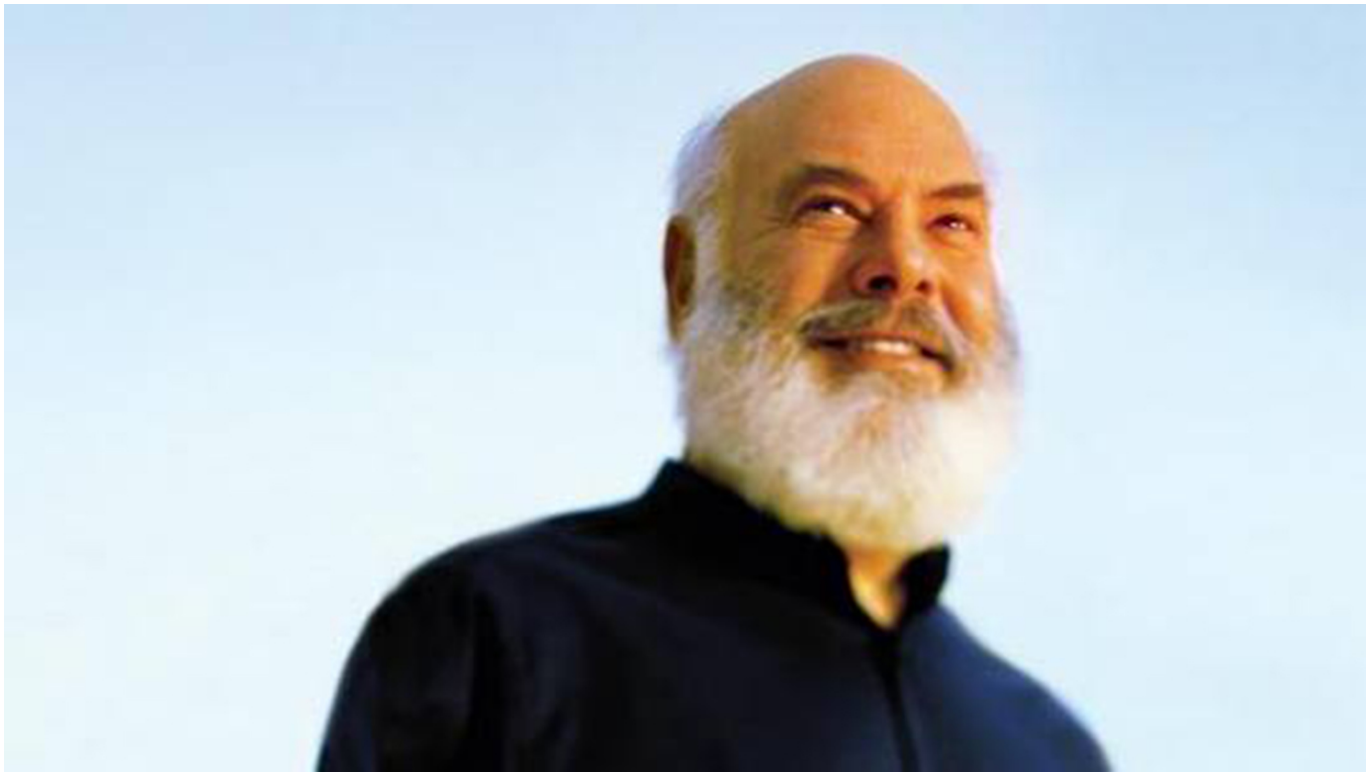
This herb is being frequently studied for its powerful anti-inflammatory and antioxidant properties. Curcumin, the active ingredient in turmeric also has the ability to alter gene expression. A 2012 review by the International Union of

Biochemistry and Molecular biology highlights turmeric's ability to alter TNF cytokine expression. This is the likely reason some patients find it helpful in minimizing psoriasis and psoriatic arthritis flares. You can take turmeric concentrated in pill or supplement form or if you like curries, adding it liberally to your food. The FDA considers 1.5 to 3.0 grams of turmeric per day to be safe. However, we suggest that you consult with a naturopathic practitioner for help in determining the correct dosage for you.

Mahonia Aquifolium (Oregon Grape)

Mahonia is a powerful antimicrobial herb that plays a role in immune response. Studies show that applying a cream containing 10% mahonia is effective in treating mild to moderate psoriasis. Because it is in the alkaloid family, mahonia should only be used topical unless under physician supervision.

What therapies does Dr. Weil recommend for psoriasis?



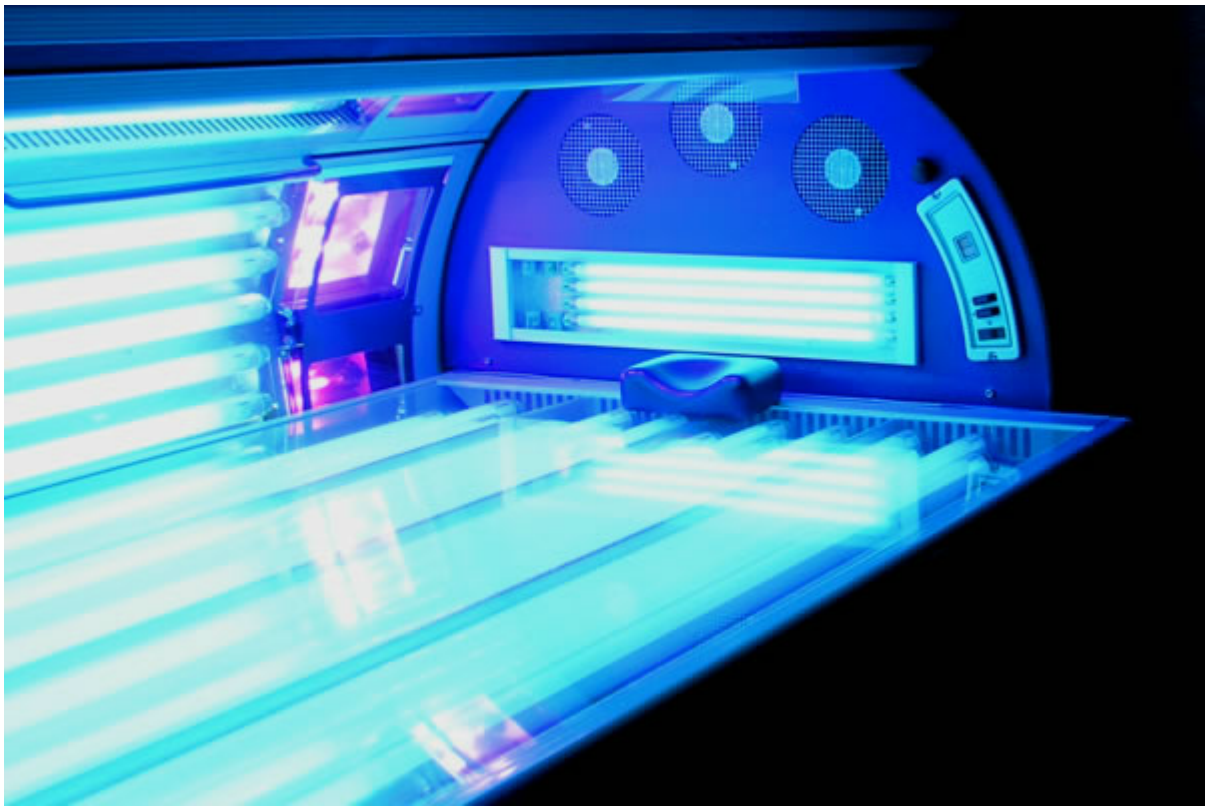
from: http://www.drweil.com/drw/u/ART03161/Psoriasis.html

- Dietary changes: Follow an anti-inflammatory diet, making sure to get plenty of fresh fruits and

vegetables, particularly those rich in carotenoids (mangoes, corn, sweet potatoes, carrots, and squash, as well as leafy greens and tomatoes).

- Exercise: Regular physical activity may help.
- Mind/body: Learn breathing exercises, yoga or visualization, or keep a journal recording your experiences, feelings, and skin symptoms. Since the skin is very responsive to hypnotic suggestion, hypnotherapy is definitely worth exploring.
- Traditional Chinese medicine: A TCM practitioner may recommend herbal preparations or acupuncture to help alleviate the condition.
- Supplements: Take supplemental omega-3 fatty acids (1-2 grams a day) and of evening primrose oil (500 mg twice a day), a natural source of GLA (gamma-linolenic acid), a fatty acid that promotes healthy growth of skin, hair and nails. Take extract of milk thistle (*Silybum marianum*), two capsules twice a day for at least three months.

Phototherapy



from: https://www.psoriasis.org/about-psoriasis/treatments/phototherapy

Phototherapy or light therapy, involves exposing the skin to ultraviolet light on a regular basis and under medical supervision. Treatments are done in a doctor’s office or psoriasis clinic or at home with phototherapy unit. The key to success with light therapy is consistency.

National Psoriasis Foundation does not support the use of indoor tanning beds as a substitute for phototherapy performed with a prescription and under a doctor’s supervision. Indoor tanning raises the risk of melanoma by 59 percent, according to the American Academy of Dermatology and the World Health Organization, and does not provide the type of light that most effectively treats psoriasis.

Ultraviolet light B (UVB)

UVB phototherapy

Present in natural sunlight, ultraviolet B (UVB) is an effective treatment for psoriasis. UVB penetrates the skin and slows the growth of affected skin cells. Treatment involves exposing the skin to an artificial UVB light source for a set length of time on a regular schedule. This treatment is administered in a medical setting or at home.

There are two types of UVB treatment, broad band and narrow band. The major difference between them is that narrow band UVB light bulbs release a smaller range of ultraviolet light. Narrow-band UVB is similar to broad-band UVB in many ways. Several studies indicate that narrow-band UVB clears psoriasis faster and produces longer remissions than broad-band UVB. It also may be effective with fewer treatments per week than broad-band UVB.

During UVB treatment, your psoriasis may worsen temporarily before improving. The skin may redden and itch from exposure to the UVB light. To avoid further irritation, the amount of UVB administered may need to be reduced. Occasionally, temporary flares occur with low-level doses of UVB. These reactions tend to resolve with continued treatment.

UVB can be combined with other topical and/or systemic agents to enhance efficacy, but some of these may increase photosensitivity and burning, or shorten remission. Combining UVB with systemic therapies may increase efficacy dramatically and allow for lower doses of the systemic medication to be used.

Home UVB phototherapy

Treating psoriasis with a UVB light unit at home is an economical and convenient choice for many people. Like phototherapy in a clinic, it requires a consistent treatment

schedule. Individuals are treated initially at a medical facility and then begin using a light unit at home.

It is critical when doing phototherapy at home to follow a doctor’s instructions and continue with regular check-ups. Home phototherapy is a medical treatment that requires monitoring by a health care professional.

All phototherapy treatments, including purchase of equipment for home use, require a prescription. Some insurance companies will cover the cost of home UVB equipment. Vendors of home phototherapy equipment often will assist you in working with your insurance company to purchase a unit.

Sunlight

Although both UVB and ultraviolet light A (UVA) are found in sunlight, UVB works best for psoriasis. UVB from the sun works the same way as UVB in phototherapy treatments.

Short, multiple exposures to sunlight are recommended. Start with five to 10 minutes of noontime sun daily. Gradually increase exposure time by 30 seconds if the skin tolerates it. To get the most from the sun, all affected areas should receive equal and adequate exposure. Remember to wear sunscreen on areas of your skin unaffected by psoriasis.

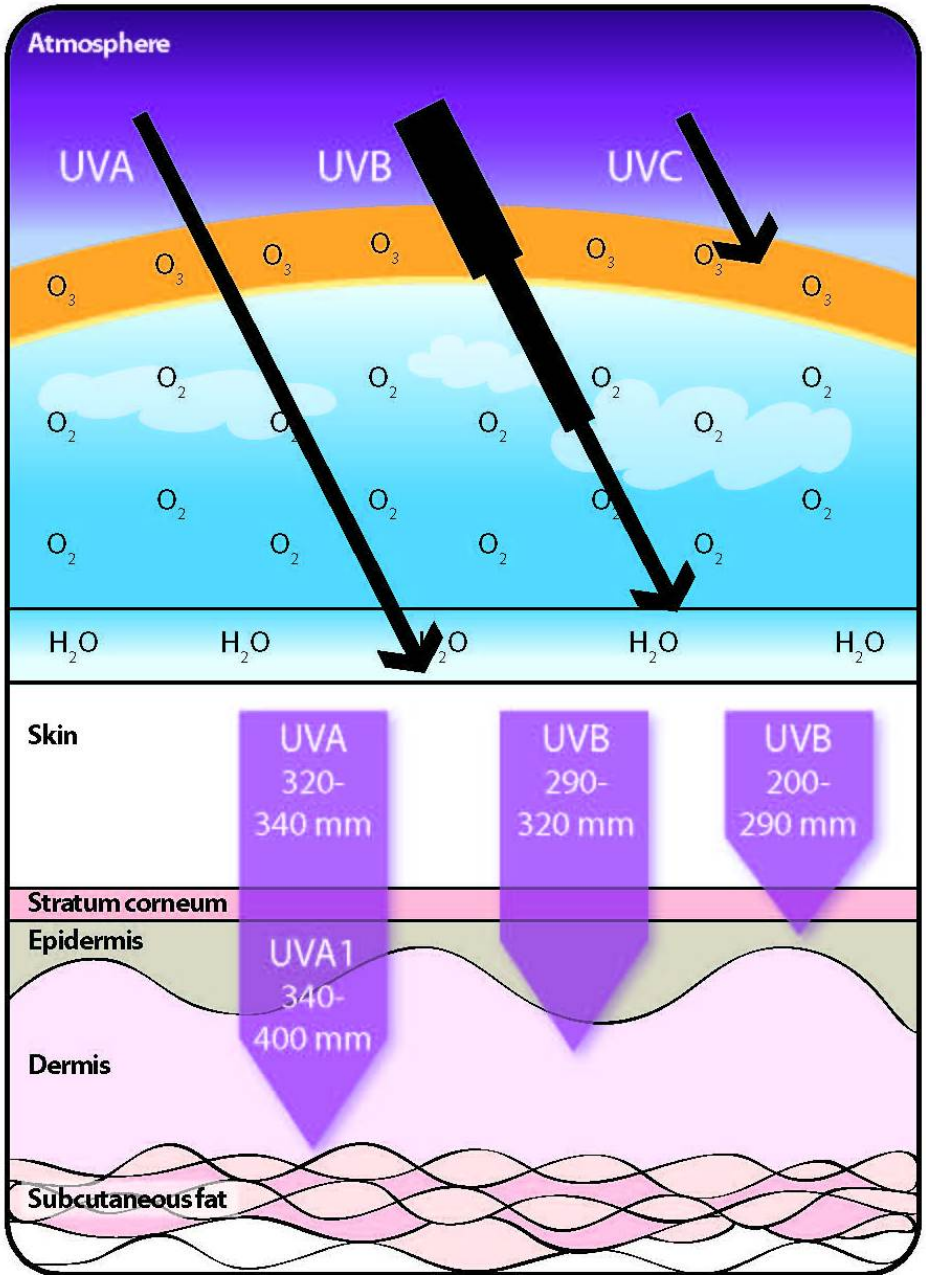
Avoid overexposure and sunburn. It can take several weeks to see improvement. Have your doctor check you regularly for sun

damage.

Some topical medications can increase the risk of sunburn. These include tazarotene, coal tar, Elidel (pimecrolimus) and Protopic (tacrolimus). Individuals using these products should talk with a doctor before going in the sun.

People who are using PUVA or other forms of light therapy should limit or avoid exposure to natural sunlight unless directed by a doctor.

Psoralen + UVA (PUVA)


Atmosphere
UVA
UVB
UVC
Skin
UVA
320-
340 mm
UVB
290-
320 mm
UVB
200-
290 mm
Stratum corneum
Epidermis
UVA1
340-
400 mm
Dermis
Subcutaneous fat

Like UVB, ultraviolet light A (UVA) is present in sunlight. Unlike UVB, UVA is relatively ineffective unless used with a light-sensitizing medication psoralen, which is administered topically or orally. This process, called PUVA, slows down excessive skin cell growth and can clear psoriasis symptoms for varying periods of time. Stable plaque psoriasis, guttate psoriasis, and psoriasis of the palms and soles are most responsive to PUVA treatment.

The most common short-term side effects of PUVA are nausea, itching and redness of the skin. Drinking milk or ginger ale, taking ginger supplements or eating while taking oral psoralen may prevent nausea. Antihistamines, baths with colloidal oatmeal products or application of topical products with capsaicin may help relieve itching. Swelling of the legs from standing during PUVA treatment may be relieved by wearing support hose.

Laser Treatments

Excimer laser

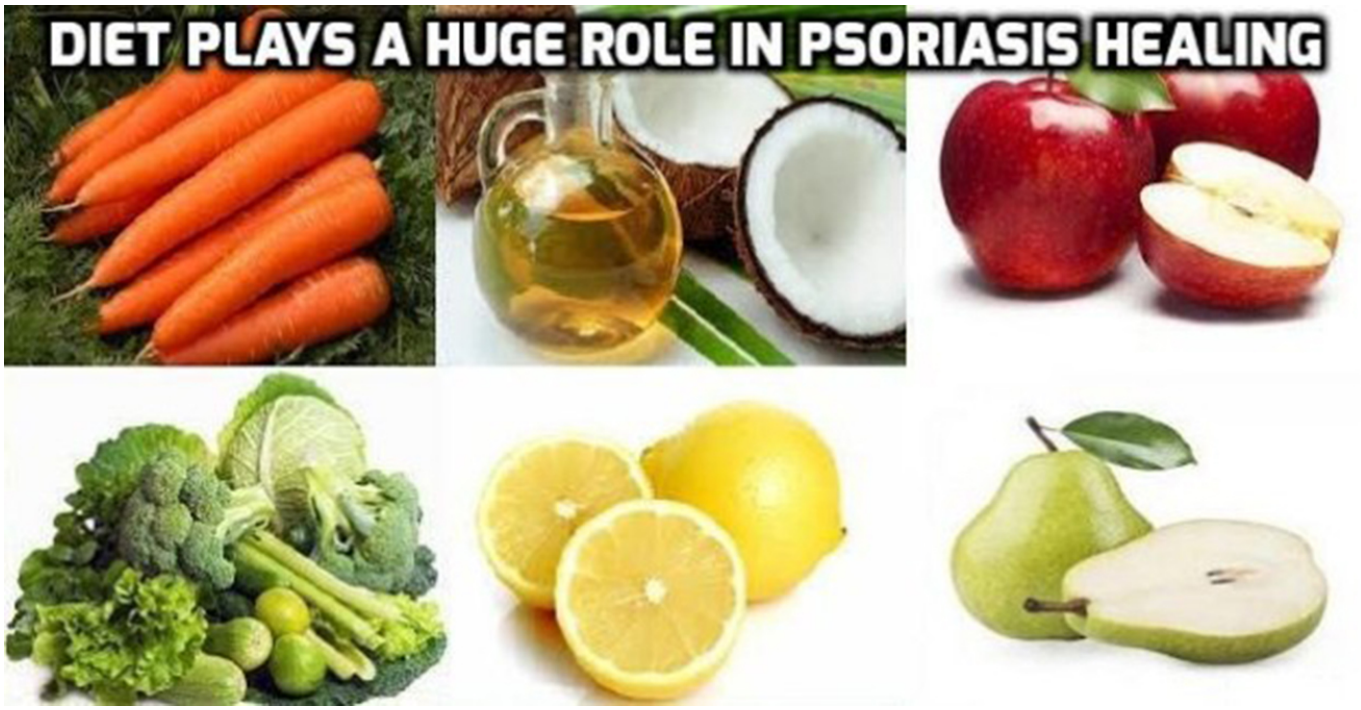
The excimer laser—recently approved by the Food and Drug Administration (FDA) for treating chronic, localized psoriasis

plaques—emits a high-intensity beam of ultraviolet light B (UVB).

The excimer laser can target select areas of the skin affected by mild to moderate psoriasis, and research indicates it is a particularly effective treatment for scalp psoriasis. Researchers at the University of Utah, for example, reported in The Journal of Drugs in Dermatology that in a small series of patients, laser treatment, combined with a topical steroid, cleared scalp psoriasis that resisted other treatment.

Individual response to the treatment varies. It can take an average of four to 10 sessions to see results, depending on the particular case of psoriasis. It is recommended that patients receive two treatments per week, with a minimum of 48 hours between treatments.

DIET AND PSORIASIS



Generally speaking, there are four main approaches to diet:

from: https://www.psoriasis.org/about-psoriasis/treatments/alternative/diet-supplements

Weight-loss

A 2014 study published in the *Journal of the American Academy of Dermatology* linked obesity to an increased risk for psoriatic disease. Researchers found that a higher body mass index (BMI) is associated with an elevated risk for developing psoriasis and psoriatic arthritis, as well as an increase in the severity of the disease.

Dr. Wilson Liao, the study's co-author, said that obesity may provide the nudge that triggers psoriasis in people who are already predisposed to it. The researchers also found that in overweight individuals, losing weight may improve the effectiveness of treatments. Fat cells secrete cytokines, which are proteins that can trigger inflammation, explained Liao. "So if you lose weight, you may be reducing fuel for the fire."

A study from the same year in the *British Journal of Dermatology* also identified an association between weight loss and a reduction in psoriasis severity. This study focused on a "dietary intervention" combined with systemic treatment, including exercise, over the course of 20 weeks.

"There was a clear correlation between the amount of weight loss and the improvement of psoriasis," said Dr. Luigi Naldi, the BJD study's lead author. "Patients who lost more weight experienced a larger improvement in psoriasis," he said. Even a small amount of weight loss can have a big impact on disease severity, he added.

The long-term impact of a dietetic intervention on psoriasis remains to be explored. But the results of this study emphasize the importance of weight loss as part of an overall treatment for psoriasis and its comorbid conditions in overweight patients with psoriasis.

Other incentives

In addition to the improvement in psoriasis severity indicated by these results, there are numerous other incentives for obese patients with psoriasis to lose weight. Psoriasis, especially if severe, is associated with an increased risk of cardiovascular morbidity and mortality. Weight loss improves cardiovascular risk factors (e.g. arterial hypertension, diabetes and high cholesterol). Also, obesity may diminish the therapeutic effect of certain medications.

“We know that fat is an inflammatory tissue, so maintaining a healthy weight—and reducing overall body fat—may result in a reduction in systemic inflammation,” said Dr. Nehal Mehta, a cardiologist at the National Institutes of Health who studies metabolic disorders and systemic inflammation. “We think that this may, in turn, help with improvement in symptoms of psoriasis and psoriatic arthritis.”

“We all have to eat during the day,” said Dr. Liao. “If there’s a way to turn that requirement into a benefit for our health and for psoriasis, then why not?”

Let’s get started

To help identify what is a healthy weight for you, calculate your body mass index (BMI.) You can use this calculator from the Centers for Disease Control and Prevention.

To lose weight, you must burn more calories than you consume. One pound equals 3,500 calories. If you cut 500 a day from your diet, you’ll lose a pound a week. People who lose weight slowly, about 1 to 2 pounds per week, are more successful at keeping the weight off. You’ll also burn additional calories if you increase your physical activity.

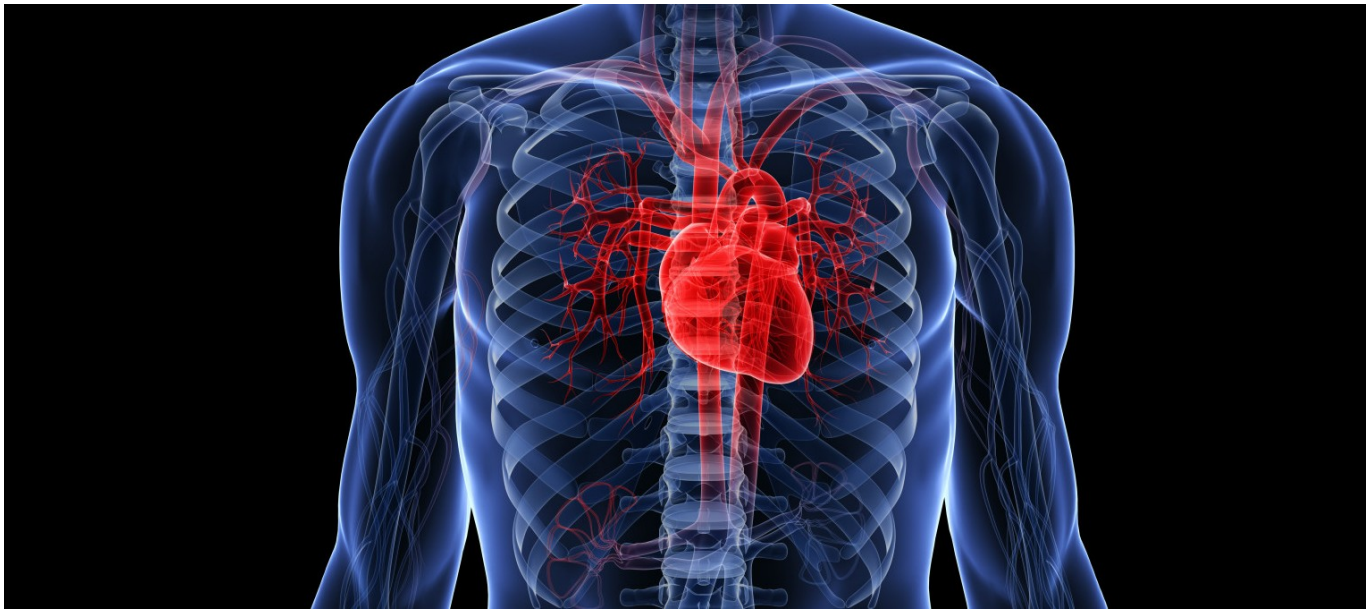
You weight-loss plan should do all of the following:

- Emphasize fruits, vegetables, whole grains, and fat-free or low-fat dairy products.
- Include lean meats, poultry, fish, beans, eggs, and nuts.
- Contain foods low in saturated fats, avoid trans fats, and limit cholesterol and salt (sodium).
- Avoid refined sugars and processed foods

Some tips to help you lose weight:

- Keep a food diary. Writing down everything you eat is critical! Noting how you feel when you eat will help you identify emotional triggers that may cause you to overeat. Emotional eaters tend to overeat.
- Eat when you're truly hungry rather than when you're tired, anxious or stressed.
- Eat slowly. If you eat too fast, you eat more than you need to satisfy your hunger. Your brain needs time to catch up with your stomach.
- Plan your meals ahead of time so you make healthy choices. When dining out, check the menu online and decide what you will order before you sit down. Ask for dressings on the side. Opt for foods that are baked, broiled or steamed versus fried or swimming in creamy sauces. Avoid chips and bread baskets—they add unnecessary calories.
- Stay hydrated. People often mistake thirst for hunger.
- Eat breakfast. If you skip this meal, you'll be starving by lunchtime. You'll have more difficulty making healthy choices throughout the day.
- Find resources to help you keep track of your food choices and nutritional values, and that can offer additional support when you need it. Try CalorieKing.com and MyFitnessPal.com, which offer a searchable database of foods with nutritional values.
- Before you get started, consult your doctor!

Heart-healthy



Psoriasis is an inflammatory disease, the same as heart disease. Reducing inflammation and improving heart health are important for people with psoriasis. Here are some recommendations for heart-healthy eating:

- Eat fish at least twice a week. Cold-water fish (such as albacore tuna, mackerel, salmon, herring, and lake trout) contain omega-3 fatty acids that can help lower your risk of coronary artery disease.
- Choose lean meats and poultry without skin. Prepare them

without adding saturated fat or trans fat. Baking and broiling are heart-healthy ways to prepare lean meats and poultry.

- Use fat-free, 1 percent fat, and low-fat dairy products.
- Limit foods containing partially hydrogenated vegetable oils. They contain trans-fat.
- Shoot for less than 1,500 milligrams of sodium per day. Read food labels to see how much sodium you're consuming.
- Limit alcohol. If you have severe psoriasis, you may benefit from eliminating alcohol entirely. If you are going to have an occasional drink, the recommendations are: women no more than one drink per day, men no more than two.
- Keep an eye on your portion sizes. Consider weighing and measuring your food until you get used to appropriate sizes.
- Limit the amount of processed and fast food you eat.

Anti-inflammatory

Psoriasis is an inflammatory disease. Many individuals have benefitted from following an anti-inflammatory diet to help reduce their symptoms.

“The response to any medical intervention will vary based on individual circumstances, compliance to the recommendations,

and genetics," said Dr. Andrew Weil, who directs the Center for Integrative Medicine at the University of Arizona and is the author of numerous best-selling books on diet and health. "However, in my experience, most people respond well to dietary and lifestyle modifications aimed at controlling chronic inflammation."

Foods to avoid because they have been shown to cause or increase inflammation:

- Fatty red meats
- Dairy products
- Processed foods
- Refined sugars
- Nightshade vegetables, including potatoes, tomatoes, and peppers

Foods to include in your diet that have been shown to reduce inflammation:

- Cold-water fish (see the Heart-Healthy diet above).
- Flaxseeds, olive oil, pumpkin seeds, and walnuts. These are plant sources of omega-3 fatty acids.
- Colorful fresh fruits and vegetables. Choose foods from the colors of the rainbow.

Nutritious examples are:

- Carrots
- Squash and sweet potatoes
- Spinach
- Kale and broccoli
- Blueberries
- Mangoes
- Strawberries and figs

Gluten-free

Many people with psoriasis and/or psoriatic arthritis who are looking for treatments that don’t involve drugs are interested in gluten-free diets. They wonder if these diets will improve their condition.

Many studies have evaluated the benefits of a gluten-free diet

for psoriasis. The link between psoriasis and gluten (a complex protein found in wheat, barley and rye and in many processed foods, from lunch meats to salad dressings) is not well understood, but new research estimates that up to 25 percent of people who have psoriasis may also be sensitive to gluten. Celiac disease is caused by an intolerance to gluten. A gluten-free diet is the only known treatment for celiac disease.

A number of studies suggest that psoriasis and celiac disease share common genetic and inflammatory pathways. Research further suggests that having psoriasis about doubles your chance of being diagnosed with celiac disease.

There is no published evidence that going on a gluten-free diet can improve psoriasis in people who do not have celiac disease – but there is anecdotal evidence from people who have tried the gluten-free diet and swear by it.

If you suspect you may have celiac disease or cannot tolerate gluten, you may be tempted to eliminate gluten from your diet on your own. But experts advise that you first schedule a blood test to check for the allergy. Talk to your doctor and/or a registered dietitian on how to start a gluten-free regimen.

If you eliminate more than one food at a time, for example, it can be hard to know which food or foods were actually the problem. It could take up to 90 days for any inflammation to subside. A dietician can help you make a list of gluten-free foods to make sure you get the nutrients your body needs.

It is also possible that gluten isn’t contributing to your symptoms, but that another food such as dairy, sugar, corn or soy might be.

The challenges of a gluten-free diet

Following a gluten-free diet requires you to become educated on all the hidden sources of gluten, as well as educating everyone you live with. To avoid all gluten, you must read labels carefully. You must avoid not only wheat but its derivatives: durum, graham, kamut, semolina and spelt. The same goes for barley derivatives: malt flavoring and malt vinegar, as well as rye, MSG and soy sauce.

Read labels regularly. Manufacturers change ingredients without notice.

Just because a food is labeled wheat-free doesn't mean it's gluten-free. And just because a food is labeled gluten-free doesn't mean it's calorie-free. Some manufacturers add sugar, saturated fats and preservatives to their gluten-free offerings to make them taste better, and that adds calories.

You can still eat a balanced diet when you're trying to avoid gluten. Gluten-free diets allow you to eat fresh fruits and vegetables. Beef, chicken, fish, lamb, pork and dairy products are also naturally gluten-free. (But watch for additives.)

For someone with psoriasis who does not also have celiac disease and is not allergic to gluten, giving up gluten may not be such a good idea. Following a gluten-free diet is a major commitment. It can be difficult to maintain a balanced diet while eliminating the many foods that contain gluten. It's not a step you should take unnecessarily.

The bottom line on gluten

Eliminating gluten from your diet may help reduce your psoriasis symptoms as well as eliminate digestive woes, but it's only likely to help if gluten is a problem food for you in the first place.

Vitamins and Supplements

Studies have not shown a direct link between vitamins and dietary supplements and psoriatic disease. Yet many people with psoriasis and psoriatic arthritis find that including

vitamins and supplements in their diet helps clear their skin and may ease joint pain.

Dietary supplements can be extracts or concentrates, and they can occur in many forms, such as tablets, capsules, softgels, gelcaps, liquids or powders.

Omega-3 fatty acids have been shown to decrease inflammation, and psoriasis is a disease of inflammation. Omega-3 fatty acids also seem to have a positive impact on the body's immune system.

There are three types of omega-3 fatty acids:

- Alpha-linolenic acid
- Eicosapentaenoic acid (EPA)
- Docosahexaenoic acid (DHA)

Alpha-linolenic acid is found in some vegetable oils, nuts, seeds and soy foods. EPA and DHA are found in fatty fish and algae. Fish oil also is available in capsule form as a supplement. Some individuals with psoriasis show a deficiency of omega-3 fatty acids and elevations of omega-6 fatty acids, which tend to increase inflammation.

The research on whether omega-3 fatty acid supplements can help reduce the severity of psoriasis is mixed. More long-term clinical controlled studies are needed.

Fish oil can thin your blood, so check with your doctor before you start taking it and especially if you are taking Coumadin (warfarin) or other blood thinners.

Vitamin D topical ointments have been around and used to treat psoriasis for some time. Vitamin D is the main active ingredient in two prescription medications – Vectical and Dovonex – that are applied to the skin. Psoriasis increases the growth of the skin's cells. Vitamin D can change the way cells grow and may slow their growth.

Research on whether vitamin D can help alleviate psoriasis symptoms is small and limited. A report in the May 2011*Science Translational Medicine* journal found that vitamin D helps counteract the body's response to inflammation associated psoriasis.

Too much vitamin D can be dangerous. Dr. Wilson Liao, co-author of the 2014 study on diet and psoriasis that appeared in the *Journal of the American Academy of Dermatology*, warned that vitamin D can also cause serious side effects by raising the calcium level in the blood. "Sometimes that can lead to things like kidney stones and maybe even gout," he said.

Before you add vitamin D to your psoriasis regimen, talk with your doctor. The safest source of vitamin D is food:

- Cod liver oil
- Salmon (sockeye)
- Mackerel
- Tuna fish canned in water
- Milk, non-fat, reduced fat, and whole, vitamin D-fortified
- Orange juice fortified with vitamin D
- Yogurt fortified with 20 percent of the daily value of vitamin D
- Eggs, vitamin D is found in the egg yolk
- Swiss cheese
- Fortified cereals

You also can get vitamin D from 10 minutes of midday exposure to the sun. (Prolonged sun exposure has been linked to aging skin and skin cancer and is not recommended!)

A simple blood test can tell you whether you're deficient in vitamin D.

Glucosamine and chondroitin are over-the-counter dietary supplements that can be taken individually or together. They occur naturally in and around the cells of cartilage in the

body.

- Glucosamine may help in cartilage formation and repair and possibly inhibit inflammation.
- Chondroitin may promote cartilage elasticity and inhibit the breakdown of cartilage.

A growing body of research shows that these supplements may slow the progression and reduce the pain of osteoarthritis, a degenerative disease characterized by cartilage deterioration of the joints. However, psoriatic arthritis and osteoarthritis are different forms of arthritis and have different symptoms. No studies have found that glucosamine and/or chondroitin supplements effectively reduce symptoms of psoriatic arthritis.

Glucosamine contains substances extracted from animal tissue including shrimp, lobster shells and shark cartilage. People who are allergic to shellfish should avoid glucosamine. Also, children and women who are pregnant or plan to become pregnant should not take these supplements. Glucosamine has been shown to increase blood sugar levels in some people with diabetes. If you have diabetes, talk with your doctor before taking glucosamine supplements.

Methylsulfonylmethane (MSM) is an organic sulfur-containing compound found in plants, fruits, and vegetables. However, it is destroyed when food is processed. The body needs sulfur to maintain healthy connective tissue.

You can buy MSM as a dietary supplement. However, there is little scientific evidence that it relieves joint pain or has anti-inflammatory benefits. One 2006 study by researchers at the Southwest College Research Institute in Tempe, Ariz., found that MSM improved symptoms of pain and physical function in patients with knee osteoarthritis without major adverse events. More research is needed.

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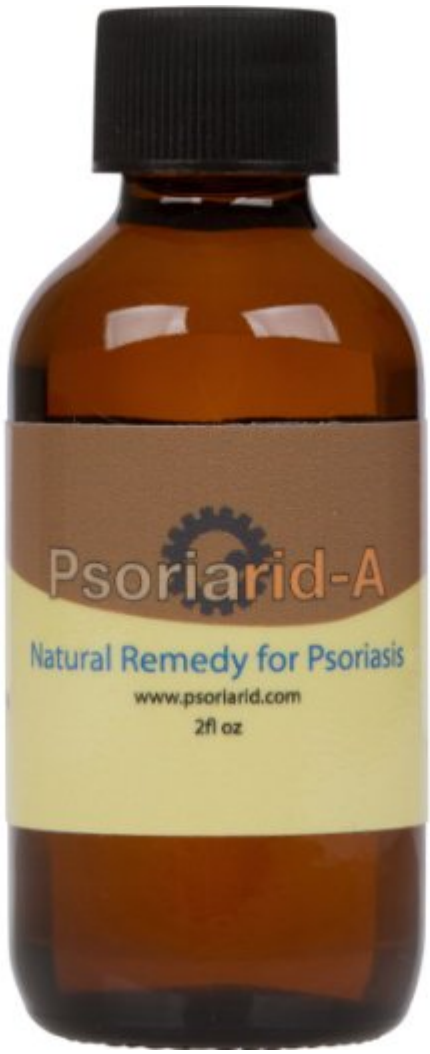


Natural Plaque Psoriasis Treatment & Skin Care Serum With 100% Pure Argan Oil

- Helps Alleviate Dry, Scaly Skin: Infused with 100% pure, naturally soothing Argan Oil, tea tree oil & Vitamin E, our treatment gently yet effectively sloughs away

psoriasis plaques & relieves itching, redness& inflammation. Enjoy relief and renewed confidence! aques. Perfect for nighttime use.

- All Natural Formula: Our herbal therapy is free of steroids, coal tar, salicylic acid & other potentially toxic ingredients. It’s hypoallergenic and suitable for sensitive skin, with no harsh preservatives or artificial dyes. Lightly fragranced with essential oils.
- Fast Acting: No waiting for months to see results-many customers report seeing dramatic psoriasisimprovement in just a few days! Our non-drying serum can be used on a long-term basis and will continue to work with regular application.
- Non-Greasy: Unlike topical creams that are greasy and cakey, our concentrated formula is quickly & invisibly absorbed into your skin. While the active ingredients go to work, your skin is soft and moisturized. Use any time of day.

Honeyskin Organics Aloe Vera + Manuka Honey Face and Body Cream for Rosacea, Eczema, Psoriasis, Rashes, Itchiness, Redness with raw Superfoods

- Our SUPERIOR, Organic, Natural and Nutrient Rich Anti-oxidant Cream uses Aloe Vera as the first ingredient to

soothe, Powerful medical grade Manuka Honey for healing and MSM for inflammation, as well as Cocoa Butter, Coconut Oil, Shea Butter, Hempseed Oil, Vitains A, C and E, Trace Minerals from Blue-Green Algae and botanicals the skin CRAVES, all working together to give you the best SKIN CARE possible.

- Non-Greasy, Absorbs Fully for FAST relief, helps to effectively treat Eczema, Rashes, Psoriasis, Rosacea, Shingles, Redness and Itching. The cream penetrates fully to work INSIDE, not on top.
- BEAUTIFUL SKIN IS HEALTHY SKIN – Need an effective anti-wrinkle cream? Our cream contains every Vitamin, Mineral, Trace Mineral and Amino Acid your skin needs to FIX itself! Collagen stimulators, anti-inflammatories an botanicals work at HYDRATING and RESTORING the skin, PH balanced perfectly at 5.5 for face and eyes as well.

Certified Organic PSORIASIS-ECZEMA Soap – by Vi-Tae

- Clearer Skin & Itch Relief: Dry, itchy, and sensitive skin can lead to great discomfort. But packed with Calendula Petals, Grape Seed, and Evening Primrose Oil, our Psoriasis/Eczema Soap can naturally relieve symptoms

and inflammation, giving you clear, nourished skin!

- Hydrate Your Skin: If you suffer from Psoriasis or Eczema, you know that most soaps will irritate your condition. But not ours! Anti-inflammatory ingredients like Coconut, Jojoba, and Safflower Oil make this soap great for all skin types by preventing dry, irritated skin.


NATURAL RELIEF FOR ECZEMA & PSORIASIS
THE FAY FARM
LOTION
HEALING HEMP
HANDMADE IN THE USA
WORKS QUICKLY

The Fay Farm’s Organic Healing Hemp Lotion

- Natural relief for Eczema, Psoriasis and other auto-immune skin disorders.
- Fast absorbing, light
- Also great for Dermatitis, burns, cracked heals, and cuticles.

Human Touch and our internal connection to beauty

Human Touch

On week 232 we are sharing another miraculous aspect of our human qualities, and that is TOUCH. Why write about touch? Well, it is very simple. We touch ourselves applying moisturizer, makeup, brushing our hair, and in so many ways. With that said, doing the same action with consciousness will add up a lot more benefit to it. Being a mother, wife, pet owner, and a human being, I am always using touch to communicate feelings. In Chile where I was born we are very touchy, we hug and kiss when we meet and express our emotions through touch a lot, which when I moved here caused me a lot of rethinking before I touch someone. It is a different custom that is all. Touch does so much for living beings from comforting, reassuring, warning, and encouraging behaviors. Touch creates a secretion of hormones and so much more. When I became a makeup artist I realized that through touch I could do so much, so I took courses in Cranial Sacrum, Polarity, medical Qi Gong. There I realized the depth of just how a small pressure of touch produces considerable changes, not only physically but in the emotional and etheric systems. I used it to support the actors and many times the members of the working team. I fell in love with the idea of offering an extensive service that covers more than one gift alone and I continue to learn the gifts of touch. Here is important research from authorities that are loving, caring people that share their views and knowledge on touch. Enjoy and use your heart’s intention when you touch and you to will make a huge difference.

Thank you once again. We have deep gratitude for all your support and visits from all of us at Isabel”s Beauty Blog.

Dacher Keltner, the UC Berkeley psychology

professor and faculty director of the Greater Good Science Center, shares his insights from the new science of touch: compassionate communication, touch therapies, and proof that "to touch is to give life."

According to: http://www.isciencetimes.com/articles/6073/20130917/sensitive-human-touch-new-research-suggests-fingers.htm

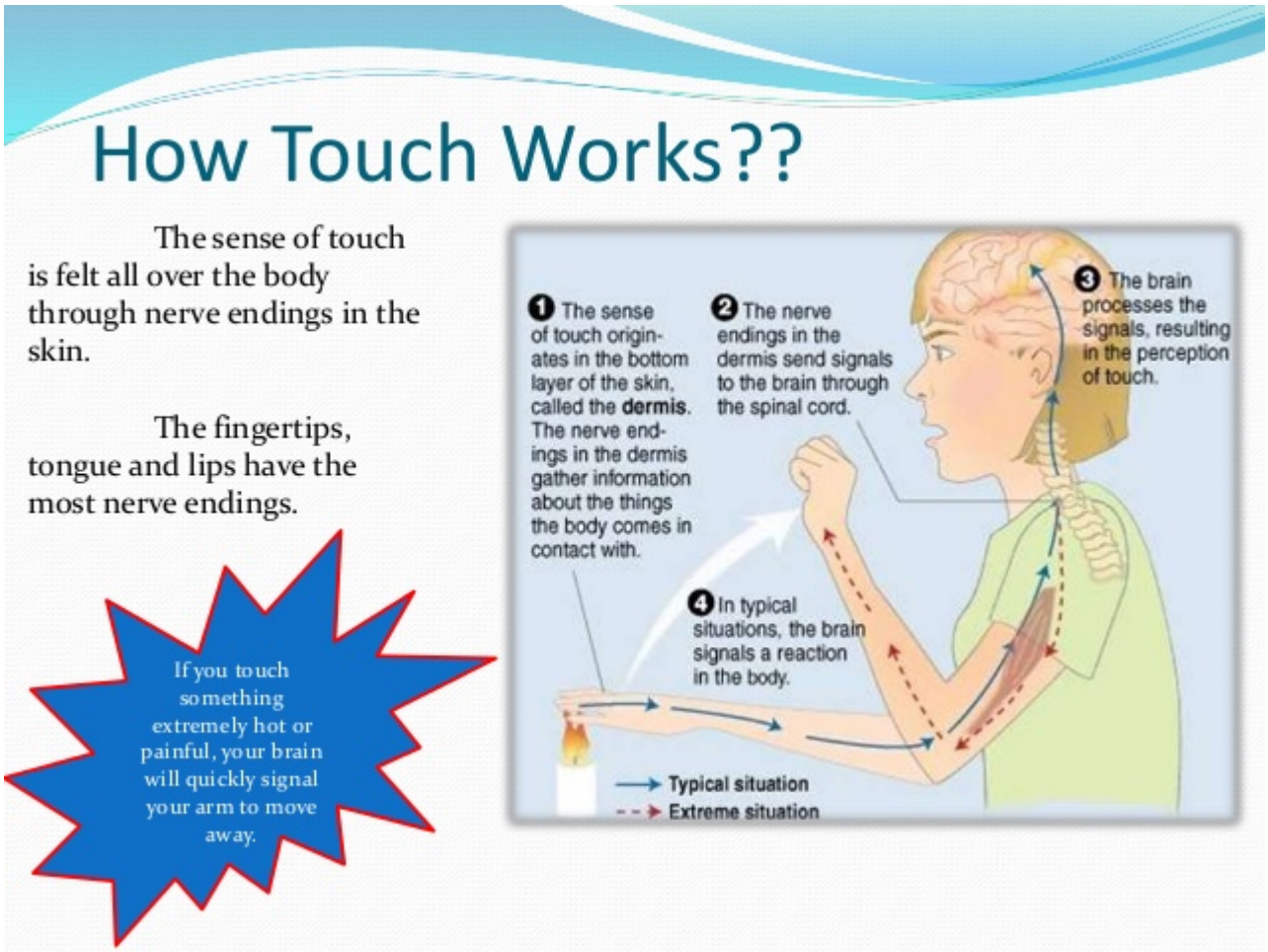
Researchers from the Royal Institute of Technology in Sweden tested the depth of human tactile perception to get a feeling for how advanced human touch really is. They found that human fingers can identify textures whose ridges are mere nanometers in size (also "nanometre") is a unit of measurement used to measure length. One nanometer is one-billionth of a meter, so nanometers are certainly not used to measure long distances. Instead, they serve to measure extremely small objects, such as atomic structures or transistors found in modern CPUs. It's the first time this kind of data has been quantified, and the results are pretty extraordinary.

"This means that, if your finger was the size of the Earth, you could feel the difference between houses from cars," Mark Rutland, Professor of Surface Chemistry at the institute and one of the authors of the new study on human touch, said in a press release. "That is one of the most enjoyable aspects of

this research. We discovered that a human being can feel a bump corresponding to the size of a very large molecule.” that is how amazing the human body really is.

If we consider that our skin is the largest organ we have, and for most people can be very sensitive and responsive through it, touch is of great importance humans and many species of animals.

The warmth feeling of a hand held it has so many emotional and physical consequences in our lives, the sensation of a soft cheek against ours, arms around shoulders in an embrace for a hello, good bye, or a conforming hug it can all go a long way toward expressing so many different feelings. But touch can actually give more than a momentary tingle or a second of solace; touch can comfort and heal.



The **somatosensory system,** also known as **somatic senses, touch or tactile perception**, is a complex sensory system. It is considered one of the five traditional senses. It is made up

of a number of different receptors, including thermoreceptors, photoreceptors, mechanoreceptors and chemoreceptors. It also comprises essential processing centers, or sensory modalities, such as proprioception, mechanoreception (touch),thermoception (temperature), and nociception (pain). The sensory receptors cover the skin and epithelial tissues, skeletal muscles, bones and joints, internal organs, and the cardiovascular system.

Somatic senses are sometimes referred to as **somesthetic senses**, with the understanding that somesthesis includes touch, proprioception and (depending on usage) also haptic perception.

Processing primarily occurs in the primary somatosensory area in the parietal lobe of the cerebral cortex: information is sent from the receptors via sensory nerves, through tracts in the spinal cord and finally into the brain.

The system works when activity in a sensory neuron is triggered by a specific stimulus such as pain, for instance. This signal then passes to the part of the brain attributed to that area on the body—this allows the stimulus to be felt at the correct location. The mapping of the body surfaces in the brain is called a homunculus and plays a fundamental role in the creation of body image. This brain-surface ("cortical") map is not immutable, however. Dramatic shifts can occur in response to stroke or injury.

General somatosensory pathway

A somatosensory pathway will typically have three long neurons:primary, secondary and tertiary (or first, second, and third).

- The *first* neuron always has its cell body in the dorsal root ganglion of the spinal nerve (if a sensation is in parts of the head or neck not covered by the cervical nerves, it will be the trigeminal nerve ganglia or the

ganglia of other sensory cranial nerves).

- The *second* neuron has its cell body either in the spinal cord or in the brainstem. This neuron's ascending axons will cross (decussate) to the opposite side either in the spinal cord or in the brainstem. The axons of many of these neurons terminate in the thalamus (for example the ventral posterior nucleus, VPN), others terminate in the reticular system or the cerebellum.
- In the case of touch and certain types of pain, the *third* neuron has its cell body in the VPN of the thalamus and ends in the postcentral gyrus of the parietal lobe.

Periphery

In the periphery, the somatosensory system detects various stimuli by sensory receptors, e.g. by mechanoreceptors for tactile sensation and nociceptors for pain sensation. The sensory information (touch, pain, temperature etc.,) is then conveyed to the central nervous system by afferent neurons. There are a number of different types of afferent neurons that vary in their size, structure, and properties. Generally, there is a correlation between the type of sensory modality detected and the type of afferent neuron involved. For example, slow, thin, unmyelinated neurons conduct pain whereas faster, thicker, myelinated neurons conduct casual touch.

The receptive field of a particular afferent neuron is given by the sensory receptors supplying it, and in turn from a particular region of the skin.

Spinal cord

In the spinal cord, the somatosensory system includes ascending pathways from the body to the brain. One major target is the postcentral gyrus in the cerebral cortex. This is the target for neurons of the dorsal column-medial lemniscus pathway and the ventral spinothalamic pathway. Note

that many ascending somatosensory pathways include synapses in either the thalamus or the reticular formation before they reach the cortex. Other ascending pathways, particularly those involved with control of posture are projected to the cerebellum. These include the ventral and dorsal spinocerebellar tracts. Another important target for afferent somatosensory neurons which enter the spinal cord are those neurons involved with local segmental reflexes.

Brain

Somatosensory cortex in the cerebral lobes
The primary somatosensory area in the human cortex (also called **primary somatic sensory cortex** or **SI**) is located in the postcentral gyrus of the parietal lobe and makes up four distinct fields or regions known as Brodmann areas The postcentral gyrus is the location of the primary *somatosensory area*, the main sensory receptive area for the sense of touch. Any individual neuron has its receptive field on the skin.

A relationship between the somatosensory cortical areas and their projection of the body was discovered by recording electrical activity in the human cortex after mechanosensory stimulation of different body parts during neurosurgical procedures. These data led to the construction of *somatotopic maps* in which a somatotopic arrangement was generated. Like other sensory areas, there is a map of sensory space called a homunculus at this location. For the primary somatosensory cortex, this is called the sensory homunculus. Areas of this part of the human brain map to certain areas of the body, dependent on the amount or importance of somatosensory input from that area. For example, there is a large area of cortex devoted to sensation in the hands, whereas the human back has a much smaller area. Somatosensory information involved with proprioception and posture also targets an entirely different part of the brain, the cerebellum.

The effect of touch depends, of course, upon the situation. A touch from someone can be relaxing or reassuring, off-putting or gentle, soothing or stimulating. Touch can also bond us together in ways that transcend words or in situations in which words may not help. Take babies, for instance. In one study it was found that fathers who gave their infants daily bedtime massages displayed more enjoyment and warmth with their child. In another, babies given a blood test were either swaddled in blankets or held, skin-to-skin, by their mothers. The babies being hugged had lower heart rates and cried 82%

less than those left wrapped and lying in their cribs.

Touch's comfort can extend to older kids, too. After receiving massage sessions, adolescents with ADHD expressed feelings of happiness, and their teachers noted a decrease in the adolescents' fidgeting and off-task activities. Even self-massage has benefits, as proven by a study of people trying to deal with the cravings and anxiety associated with quitting smoking. When they felt the urge to smoke, test subjects were advised to rub their hands together or stroke their ear lobes. Rubbed away with the tension was the urge to light up.

Some might argue that touch and massage just distract us from our aches or anxieties. But what to make of research that links massage therapy to decreased blood pressure in adults with hypertension or to the improved immune function in women with breast cancer? Some research suggests that people who are deprived of touch early in life may have a tendency toward violent or aggressive behavior later, and research in rats has found that rats with a strong mothering instinct (measured by licking and grooming their babies) were more likely have babies that showed a strong mothering instinct.

So, is touch simply a pleasant, soothing diversion? Is it mind over matter, or something more? No matter what the case, embrace the power of touch and invite it into your life:

• **Go in for the rubdown.** Even if you don't have aches and pains, book a visit to a licensed massage therapist. You'll leave more relaxed.

• **DIY massage.** If you're shy about stretching out for a massage therapist, try self-massage techniques, like rubbing your hands together to warm them and then cupping them over your closed eyes. Feel the calm wash over you as your eyes and facial muscles relax.

• **Conduct some hug research.** When you greet a friend or family member, go in for an embrace rather than a handshake or nod.

Sample a few different varieties of hug – arms around the waist, hands on the shoulder blades. Linger in the hug a little and really relish the sensation of closeness.

• **Touch is an all-ages activity.** Babies can benefit from gentle touch and massage, but the need and desire for human contact doesn't dwindle as we age. Remember older relatives and friends, especially those who live on their own or who have lost their husbands or wives.

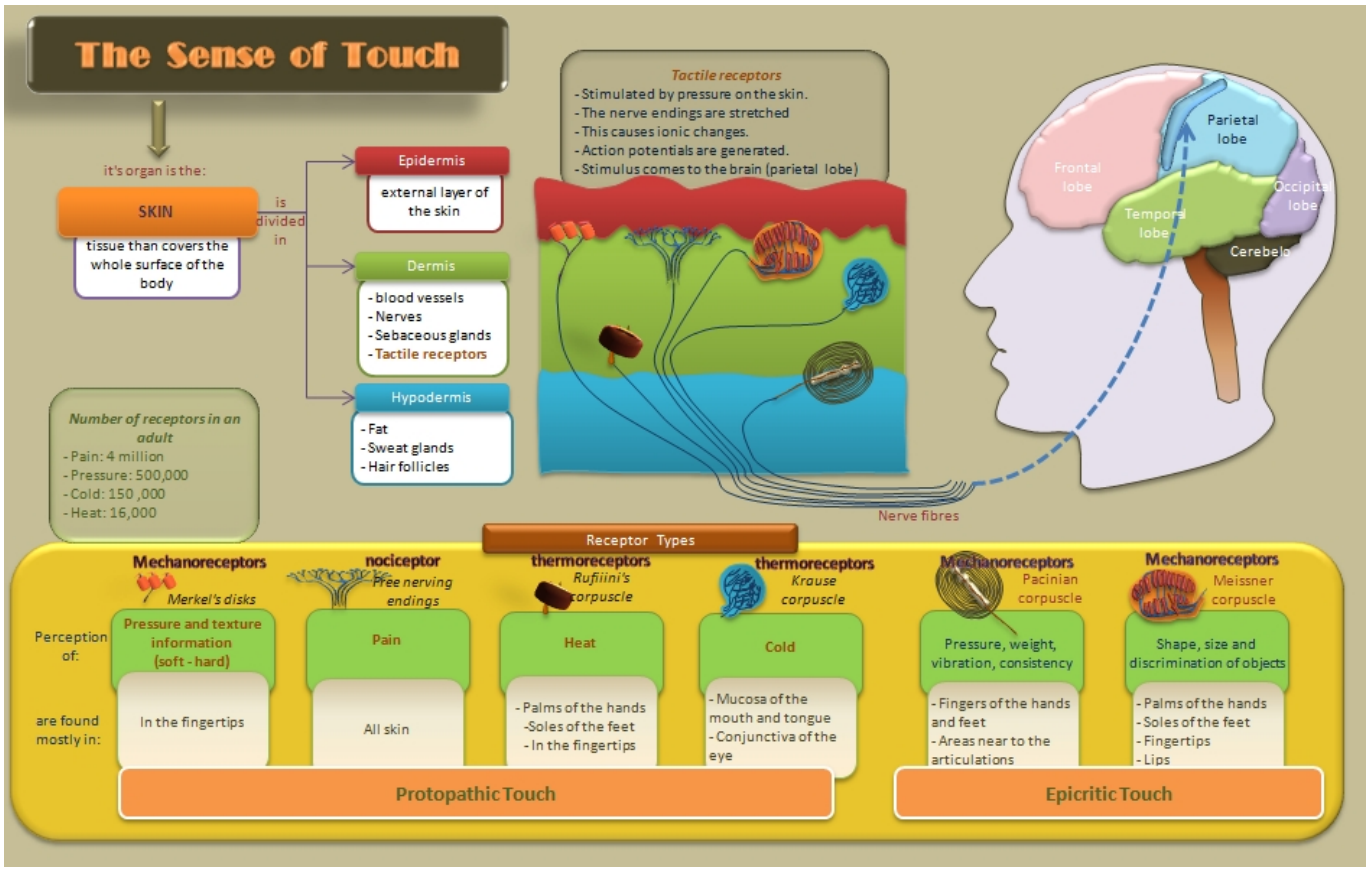
From https://www.psychologytoday.com/blog/wired-success/201503/8-reasons-why-we-need-human-touch-more-ever

Physical contact distinguishes humans from other animals. From

a warm handshake or sympathetic hug to a congratulatory pat on the back, we have developed complex languages, cultures, and emotional expression through physical contact. But in a tech-saturated world, non-sexual human touch is in danger of becoming rare, if not obsolete. Despite the benefits of digital advancement, it is vital to preserve human touch in order for us truly to thrive.

Humans become nearly unrecognizable in the absence of touch. Two hundred years ago, French scientists spotted a creature resembling a human running through the forests. Once captured, they determined he was 11 years old and had run wild in the forests for much of his childhood. Originally the child, "Victor," was determined to be an idiot; French physicians and psychiatrists eventually concluded he had been deprived of human physical touch, which had retarded his social and developmental capacities.

Scientific research now correlates physical touch with the following important areas:



1 Decreased violence. Less touch as a child leads to greater violence. American developmental psychologist James W. Prescott proposed that the origins of violence in society were related to the lack of mother-child bonding. Child developmental research illustrates that the absence of physical bonding and healthy attachment between an adult and child may result in lifelong emotional disturbances.

2 Greater trust between individuals. Touch helps to bond people together. Daniel Keltner, the founding director of the Greater Good Science Center and professor of psychology at University of California, Berkeley, cites the work of neuroscientist Edmund Ross, who found that physical touch activates the brain's orbitofrontal cortex, linked to feelings of reward and compassion. According to Keltner, "studies show that a simple touch can trigger release of oxytocin, aka 'the love hormone.'" Our skin contains receptors that directly elicit emotional responses, through stimulation of erogenous zones or nerve endings that respond to pain, according to researchers Auvray, Myin, and Spence.

3 Economic gain. Keltner links economic benefits to physical touch, probably because "touch signals safety and trust; it soothes. Basic warm touch calms cardiovascular stress. It activates the body's vagus nerve, which is intimately involved with our compassionate response." NBA teams whose players touch each other more, for example, win more games.

4 Decreased disease and stronger immune system. Physical touch may also decrease disease. According to research conducted at the University of North Carolina, women who receive more hugs from their partners have lower heart rates and blood pressure: "Hugs strengthen the immune system…The gentle pressure on the sternum and the emotional charge this creates activates the Solar Plexus Chakra. This stimulates the thymus gland, which regulates and balances the body's production of white blood cells, which keeps you healthy and disease free." Research at University of California's School of Public Health found that getting eye contact and a pat on the back from the doctor may boost the survival rate of patients with complex diseases.

5 Stronger team dynamics. Paul Zak, author of The Moral Molecule, argues, "We touch to initiate and sustain cooperation." He conducted a "neuroeconomics" study from which he argues that hugs or handshakes are likely to cause the release of the neurochemical oxytocin, which increases the

chances that a person will treat you “like family,” even if you just met.

6 More non-sexual emotional intimacy. Interpersonal touch has a powerful impact on our emotions. Studies have shown that a gentle brush of a woman’s arm can boost a man’s chances in love; another study showed that two-thirds of women agreed to dance with a man who touched her on the arm a second or two before making the request.

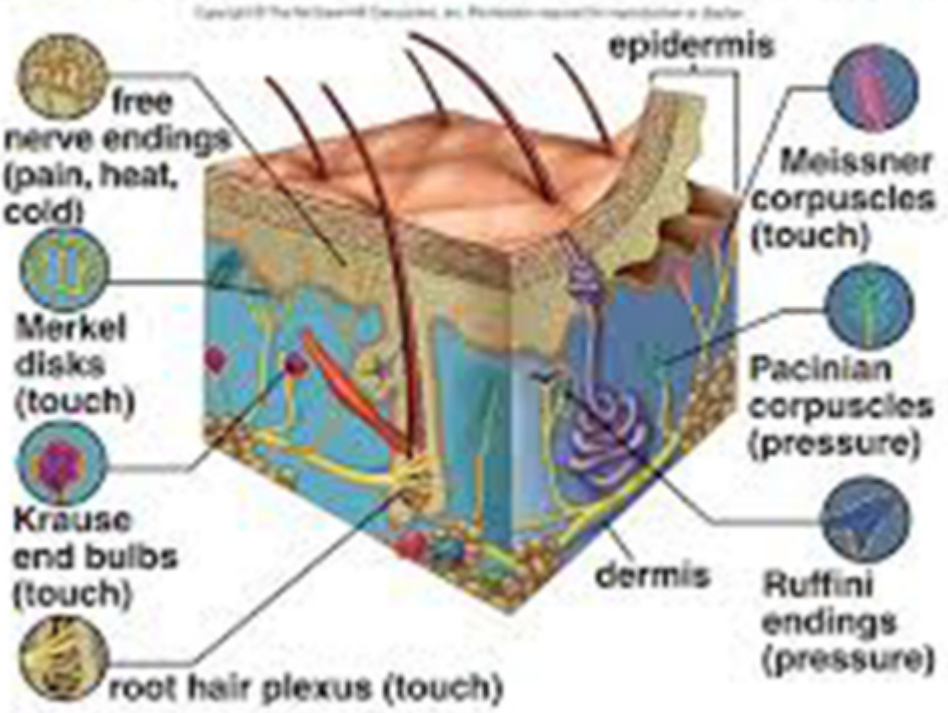
7 Greater learning engagement. When teachers touch students platonically, it encourages their learning. French psychologist Nicolas Guéguen reports (link is external) that when teachers pat students in a friendly way, those students are three times as likely to speak up in class. Another recent study has found that when librarians pat the hand of a student checking out a book, that student says he or she likes the library more and is more likely to return.

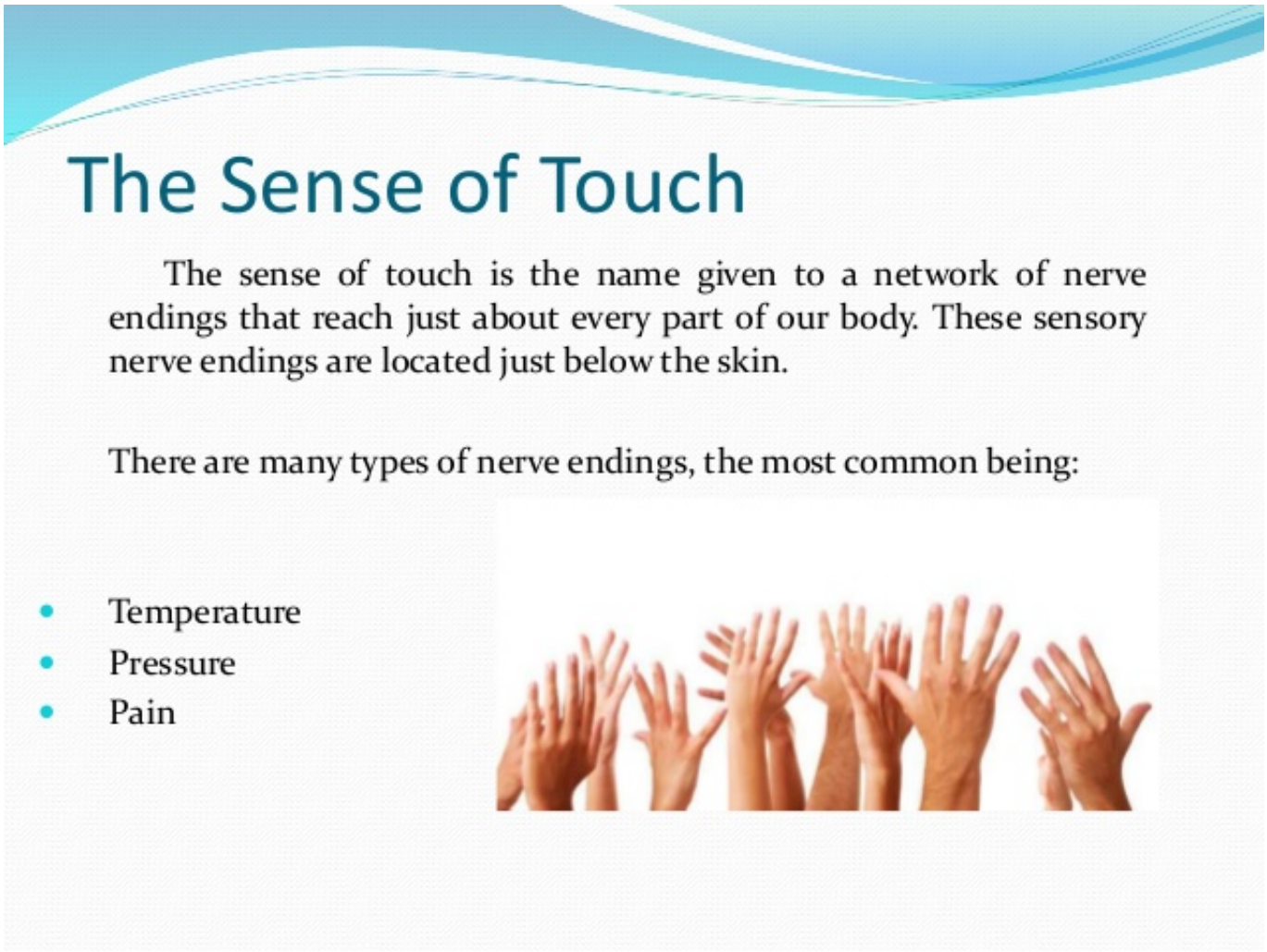
8 Overall wellbeing. Adults require human touch to thrive. Keltner says, “In recent years, a wave of studies has documented some incredible emotional and physical health benefits that come from touch. This research is suggesting that touch is truly fundamental to human communication, bonding, and health.” As Sharon K. Farber says, “Being touched and touching someone else are fundamental modes of human interaction, and increasingly, many people are seeking out their own professional touchers and body arts teachers—chiropractors, physical therapists, Gestalt therapists, Rolfers, the Alexander-technique and Feldenkrais people, massage therapists, martial arts and T’ai Chi Ch’uan instructors. And some even wait in physicians’ offices for a physical examination for ailments with no organic cause—they wait to be touched.”

In conclusion: Physical touch is the foundational element of

human development and culture. The growing preoccupation with digital media versus personal physical contact, combined with the social and legal restrictions over physical contact in our schools and workplaces, may unintentionally affect these factors negatively. To foster a safe social environment in a climate of mediated communication, we should intentionally hold on to physical touch.

Sensory receptors in human skin



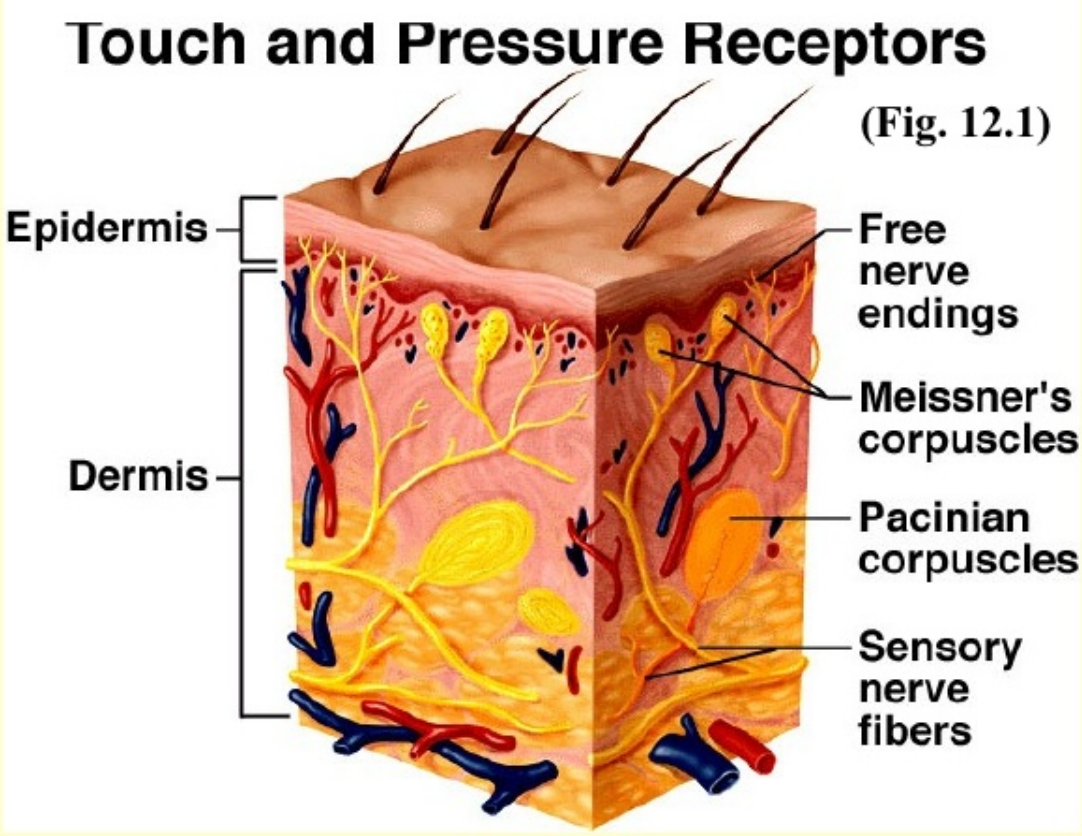


It all starts in the bottom layer of our skin. There, a series of informational conveyor belts, called Merkel cells, feed

data from the skin to the body's central nervous system. The body then responds with a surge of hormones. And, if you're receiving the right kind of touch – as opposed to a creepy one or a punch in the nose – you'll get a dose of oxytocin, the aptly named "cuddle hormone."

The results are palpable. Spearheaded by labs throughout the country that are dedicated to the science of touch, a slew of new studies are proving that touch – gentle, empathetic, and supportive – comes with incredible emotional and physical health benefits. "Touch is our body's largest and the oldest sense," says Jeanne AbateMarco, MS, RN, CNS, clinical nurse coordinator of the Department of Integrative Health Programs at NYU Langone Medical Center. "It's a channel of communication. It's integral to the human experience."

Touch and Pressure Receptors

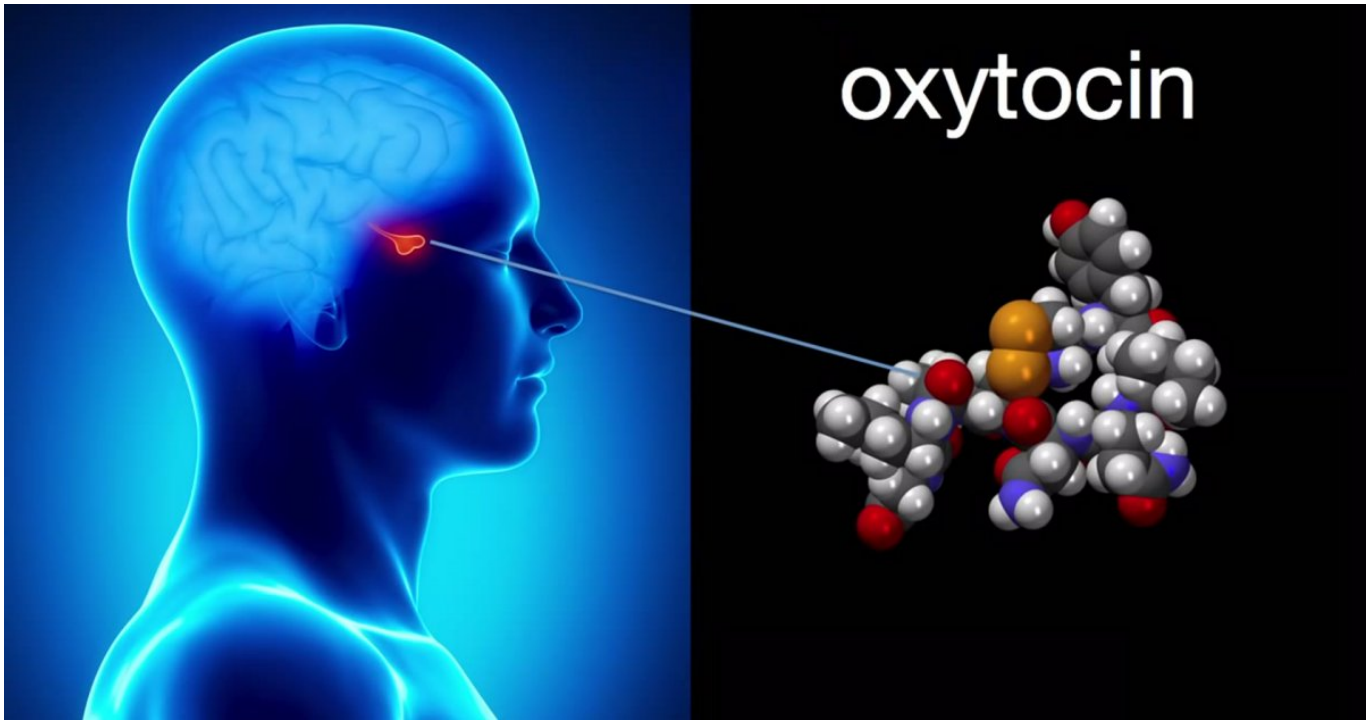


- **Sensory nerve fibers**: free nerve endings in epithelium respond to touch an pressure
- **Meissner's corpuscles**: found in lips, palms, soles, nipples, fingertips, genitalia, respond to sensation of light touch

But, no two touches are the same.

From:http://www.livescience.com/35219-11-effects-of-oxytocin.html

Oxytocin



Oxytocin the so-called “love hormone” is being increasingly

shown to trigger a wide variety of physical and psychological effects in both women and men.

The hormone's influence on our behavior and physiology originates in the brain, where it's produced by the by a structure called the hypothalamus, and then transfers to the pituitary gland which releases into the bloodstream. Like antennas picking up a signal, oxytocin receptors are found on cells throughout the body. Levels of the hormone tend to be higher during both stressful and socially bonding experiences, according to the American Psychological Association.

"It's like a hormone of attachment, you might say," said Carol Rinkleib Ellison, a clinical psychologist in private practice in Loomis, California and former assistant clinical psychiatry professor at the University of California, San Francisco. "It creates feelings of calm and closeness."

Though scientists have long known about oxytocin's role in breastfeeding and childbirth, "We're just learning more about it now," Ellison said.

A stream of studies in the last decade has focused on oxytocin's effects on body and mind. Here's a look at what we've learned.

Though often referred to as the "trust hormone" oxytocin is increasingly being seen as a brain chemical that does a lot more than just bring couples closer together.

New research is suggesting that oxytocin plays a crucial part in enabling us to not just forge and strengthen our social relations, but in helping us to stave off a number of psychological and physiological problems as well. But more conceptually, oxytocin is proving to be a crucial ingredient to what makes us human. Here are ten reasons why oxytocin is simply the most incredible molecule on the planet:

1. It’s easy to get

One of the neat things about oxytocin is that you can get your fix anywhere and at any time. All you need to do is simply hug someone or shake their hand. The simple act of bodily contact will cause your brain to release low levels of oxytocin – both in yourself and in the person you’re touching. It’s a near-instantaneous way to establish trust. And the good news is that the effect lingers afterward. There’s even evidence that simply gazing at someone will do the trick – or even just thinking about them. And you shouldn’t feel limited by the human species; it also helps to hug and play with your pets. And for those who can’t produce enough oxytocin on their own, or who feel they could use a boost, the molecule can be easily synthesized and administered as a drug.

2. A love potion that’s built right in

Often referred to as the “love molecule”, oxytocin is typically associated with helping couples establish a greater sense of intimacy and attachment. Oxytocin, along with dopamine and norepinephrine, are believed to be highly critical in human pair-bonding. But not only that, it also increases the desire for couples to gaze at one another, it creates sexual arousal, and it helps males maintain their erections. When you’re sexually aroused or excited, oxytocin levels increase in your brain significantly – a primary factor for bringing about an orgasm. And during the orgasm itself, the brain is flooded with oxytocin – a possible explanation for why (some) couples like to cuddle after.

3. It helps mom to be mom

But oxytocin isn’t just limited to helping couples come together – it’s an indispensable part of childbirth and

mother-child bonding. Oxytocin helps women get through labor by stimulating uterine contractions, which is why it's sometimes administered (as Pitocin) during labor. It's been known to promote delivery and speed up contractions. After birth, mothers can establish intimacy and trust with their baby through gentle touches and even a loving gaze. In addition, mothers can pass on oxytocin to their babies through breast milk. And it's worth noting that fathers can reap the benefits of oxytocin as well; new dads who are given a whiff of oxytocin nasal spray are more likely to encourage their children to explore during playtime and are less likely to be hostile.

4.Reduces social fears

Given its ability to break down social barriers, induce feelings of optimism, increase self-esteem, and build trust, oxytocin is increasingly being seen as something that can help people overcome their social inhibitions and fears. Studies are showing that it may be effective in treating debilitating shyness, or to help people with social anxieties and mood disorders. It's also thought that oxytocin could help people suffering from post-traumatic stress disorder. In addition, given that autism is essentially a social communication disorder, it's being considered as a way of helping people on the spectrum as well. And lastly, oxytocin, through its trust-building actions, can help heal the wounds of a damaged relationship – another example of how the mind gets its plasticity.

5. Healing and pain relief

Amazingly, oxytocin can also be used to heal wounds (through its anti-inflammatory properties). Studies have also shown that a rise in oxytocin levels can relieve pain – everything

from headaches, cramps, and overall body aches. Now, that being said, the trick is to get some oxytocin action while you're in pain – which is not so easy. This is where synthetics can certainly help. Alternately, if you find yourself in physical discomfort, you could always ask your partner for a roll in the hay. So guys, be sure to use this crucial information the next time your significant other declines your advances and tells you she has a headache.

6. A diet aid

Perhaps surprisingly, it can also be used to prevent obesity in some instances. Researchers have observed that oxytocin and oxytocin receptor-deficient mice become obese later in life – and with normal food intake. Scientists believe that the hormone might be responsible for a series of beneficial metabolic effects, both in mice and humans. Moreover, by giving oxytocin-deficient obese mice oxytocin infusions, their weight returned back to normal levels. The mice also showed a reduced glucose intolerance and insulin resistance. This clearly suggests an alternative option for those struggling to keep the weight off.

7. An antidepressant

Oxytocin was first observed to have a connection to depression through its effects on mothers suffering from postpartum syndrome. Researchers found that some new mothers were dealing with depression on account of low levels of oxytocin. In fact, they were able to predict postpartum during the pregnancy if the expectant mother had low levels of oxytocin. Recent studies of blood levels and genetic factors in depressed patients have revealed the potential for treating people with clinical depression, and even anxiety disorders.

8. Stress relief

Not surprisingly, given its ability to alleviate social anxiety and produce feelings of trust, oxytocin has the peripheral ability to reduce stress – which is no small thing when you consider the toll that stress takes on the body. Oxytocin has been observed to reduce cortisol in the body and lower blood pressure. It's also been known to improve digestion, which is often disturbed by high-stress levels. Interestingly, oxytocin and the oxytocin receptors have been found in the intestinal tract; it improves gut motility and decreases intestinal inflammation.

9. Increases generosity

In what could be seen as either a good or bad thing, oxytocin has been observed to increase generosity in humans. Evolutionary biologists, particularly those who subscribe to the selfish gene theory, have long struggled to understand why people sometimes share or give away things – often at a personal cost. But several lines of research have connected oxytocin to feelings of empathy. In one study that required persons to share money with a stranger, infusions of oxytocin were shown to make some subjects as much as 80% (wow!) more generous than those on a placebo.

10. It's what makes us human

In other words, all the above. It's clear that we really wouldn't be human without it – we would simply lack the ability to be the social, caring species that we are. Now, it should be noted, however, that, while oxytocin increases in-group trust, it produces the opposite feeling for those in the

out-group – so it’s not the “perfect drug” some might proclaim it to be. That being said, oxytocin plays a crucial role in forging our ability to spark and maintain relationships, while endowing us with the ability to empathize, trust, and even love one another. Without it, we would be something significantly less than what we are.

Tria Skin Perfecting Deluxe Kit

It is important to note that the Tria Perfecting Deluxe Kit was formulated for use with Tria's blue light, so in order to get the most out of this kit it must be used with our Skin Perfecting Blue Light. These Tria products will give skin a healthy glow along with a youthful, supple appearance. This is

a three step kit and contains Tria’s top of the line Skin Perfecting Foam Cleanser, Skin Perfecting Serum and Skin Perfecting Blue Light, which destroys acne causing bacteria. Using Tria’s blue light after cleansing with the perfecting foam will provide the most effective treatment and help rid skin of acne causing bacteria. The blue light is a special non UV light that kills bacteria. Following the cleansing and light with Tria’s Perfecting Serum will leave skin with a healthy, youthful glow and when used on a regular basis, acne will be a thing of the past.

Eminence Organics Sun Defense Minerals

A favorite of TV personality Lauren Conrad, Eminence Organics Sun Defense Minerals SPF32 protects your skin form the age-inducing rays of the sun with all-natural, mineral sunscreen. Perfect as a sunblock and makeup foundation, this nourishing sun-defense treatment comes in six great colors, so you’re sure to find one perfect for you.

MICHAEL Michael Kors Mercer Boat Neck Border Dress

- Look perfectly polished for any event in this MICHAEL Michael Kors® dress.
- Chic geometric pattern accents the bodice while a

contrasting stripe print adorns the collar, sleeves, and hemline.

- Boat neckline.
- Long sleeve design.

Prana Maison Knicker

- Splash some color into your workout wardrobe with this prAna® Maison Knicker.
- Fitted is body-hugging for next-to-the-skin support.
- Low rise.
- Veeda performance knit fabric moves with you, wicks away moisture, and dries quickly.

History of make up with Max Factor for film and beauty industry

The History of make up Foundation

Hello and thanks for your support, likes, and shares, we are very thankful. It is fuel for us to see that we are making a difference with all the information we share, we love doing the work and when we see how much you like it is a great feeling.

On week 231 we are sharing the history of foundation and we are including tips, videos, different qualities and much much more. The post will always be in our archives so you can go back to it anytime you wish, enjoy and please share with others so they to can learn and enjoy, thank you.

This post is about the history of foundation created for film and public, Max Factor a great contributor to the makeup history, not only to the film industry. He also contributed a great part to the beauty industry in general, he was also very involved in wigs and adhesives, a well-rounded professional. I am fascinated with his trajectory, he could have easily given up when he was in Russia and couldn’t live the way he wanted and definitely wouldn’t have had the career that he had here in the USA that was for sure, in any case, he followed his dream and impacted the industry in a huge way, so here we are sharing some of his achievements, we will do more on him in future posts.

I personally started my career using his products, Pancake, Pan stick, Grease paint and love them. You really connected with these products and came up with your own way to blend them and correct the mistakes of wear and tear of them, I am grateful that I was lucky enough to live in the era of fully committed professionals that not only love what they did, they also strived for excellency, not so much of that now, a lot of artists in the industry strive for the paycheck. That was not the way then, their way was quality, dedication, research and integrity.

Enjoy and please share and like.

From: https://en.wikipedia.org/wiki/Foundation_(cosmetics)

The use of cosmetics to enhance complexion reaches back into thousand of years. “Face painting” is mentioned in the Old Testament (Ezekiel 23:40). Ancient Egyptians used foundation. In 200 B.C., ancient Greek women applied white lead powder and chalk to lighten their skin wow how toxic right?. It was

considered fashionable for Greek women to have a pale complexion and still is in many cultures in the world. Roman women also favored a pale complexion. Wealthy Romans favored white lead paste, which could lead to disfigurements and death. Men also wore makeup to lighten their skin tone and in many cultures to create a social distinction like in the case of tribes and for protection against sun and etc. They used white lead powder, chalk, and creams to lighten their skin tone. The cream was made from animal fat, starch, and tin oxide. The fat was rendered from animal carcasses and heated to remove the color. Tin oxide was made out of heating tin metal in open air. The animal fat provided a smooth texture, while the tin oxide provided color to the cream.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Ceruse Make up

Throughout the Middle Ages in Europe, it was considered fashionable for women to have pale skin, due to the

association of tanned skin with outdoors work, and therefore the association of pale skin with affluence. In the 6th century, women would often bleed themselves to achieve a pale complexion. During the Italian Renaissance, many women applied water–soluble lead paint to their faces. Throughout the 17th century and the Elizabethan era, women wore Ceruse, a lethal mixture of vinegar and white lead. They also applied egg whites to their faces to create a shiny complexion. Many men and women died from wearing lead-based make-up.

In the 18th century, Louis XV made it fashionable for men to wear lead-based makeup. Theatrical actors wore heavy white base.

In the late 18th and early 19th centuries, Victorian women wore little or no makeup. Queen Victoria abhorred make-up and deemed that it was only appropriate for prostitutes and loose women to wear it. It was only acceptable for actors or actresses to wear make-up. In the late 19th century, women would apply a whitening mixture made out of zinc oxide, mercury, lead, nitrate of silver, and acids. Some women stayed out of the sun, ate chalk, and drank iodine to achieve whiteness the things that people do for “Beauty”.

In the Edwardian era, women wore base and did not bleach their skin as much as they did in previous centuries.


Edwardian Makup Look
vintage makeup guide.com

On the modern stage, makeup is a necessity because powerful stage-lighting systems may remove color from a performer’s complexion and can definitely work against it in many cases and good lighting will eliminate shadows and lines. Makeup restores this colour and defines the facial features to ensure a natural appearance. It also helps the player to look and feel the part, a consideration especially helpful in character interpretations. A theatrical makeup kit and a Motion picture and television make up kit typically includes makeup base colours, rouges, coloured liners for shadow and highlighting effects, eye makeup and false eyelashes, various cleansers, powder and powder puffs,different kinds of sponges, brushes, tweezers, concealers,tissues, bloating papers, spatulas to distribute the make up into a palette to prevent cross contaminations from one actor to another,disposable mascara wands, disposable lipstick applicators different kinds of adhesives, mirror, brush cleaner,liners, now a days anti-shine, and the kits of special effects contains putties, grease paints, Pack paint often airbrush and according paints, removers adhesives, lace hair peaces and their adhesives, waxes, liners and so much more for working prosthetic now days we use silicone materials, and gel materials aside from rubber and Gel appliances so we need different paints foe each of them and adhesives that work accordantly with the different materials, facial lace hairpieces or hair to construct them. Latex and wax was worked onto the skin to create the illusion of aging or deformity, now a days we have so many techniques to do that effect it all depends what the project call for and the budget. The art of stage makeup has become so complex that most theatrical, film and television companies employ a professional makeup artist who creates and applies makeup suitable to the actors’ various roles.

One of the first makeup kits


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BELLIN'S
WONDERSTOEN
TOILET
PUMICE
MADE IN U.S.A.
You Can Blend
Face Powder
to Match Your
Individual
Complexion
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Makeup Artist Dallas TX – Makeup Kit Tour

Makeup, in the performing arts, motion pictures, or television, any of the materials used by actors for cosmetic purposes and as an aid in taking on the appearance appropriate to the characters they play.

In the Greek and Roman theatre the actors’ use of masks precluded the need for makeup. In the religious plays of medieval Europe, actors playing God or Christ painted their faces white or sometimes gold, while the faces of angels were coloured bright red. During the Renaissance, popular characters in French farce wore false beards of lamb’s wool and whitened their faces with flour. It is known that on the stage of Elizabethan England, actors playing ghosts and murderers powdered their faces with chalk and that those appearing as blacks and Moors were blackened with soot or burnt cork. Little attempt was made to achieve historical accuracy in either makeup or costuming until early in the 19th century.

Early stage lighting, provided first by candles and later by oil lamps, was dim and ineffectual; consequently, crudity in makeup passed unnoticed. With the introduction of gas, limelights, and, finally, electric lights into the theatre came the need for new makeup materials and more skillful techniques of application. Crude, inartistic effects could not be hidden under the revealing light of electricity. A solution was found with the use of stick greasepaint, invented in the 1860s in Germany by Ludwig Leichner, a Wagnerian opera singer. By 1890 the demand for stage makeup had warranted its manufacture on a commercial scale. Half a century later, greasepaint in stick form had given way to more easily handled creams, though greasepaint’s superior qualities in colour blending were still prized.

Stage makeup proved to be wholly unsatisfactory for the motion-picture medium. Necessarily heavy applications made it impossible to appear natural in close-ups, and the range of colours developed for theatre failed to meet the quite

different requirements of motion-picture lighting and film emulsions.

The first makeup designed expressly for motion pictures was created by Max Factor in 1910. It was a light, semiliquid greasepaint available in jars in a precisely graduated range of tan tone, suitable for the lighting and orthochromatic film emulsion used during that period.


Max Factor's
MAKE-UP KIT
for STUDENTS
All the essential items for Make-Up practice are contained in this Special Kit, in sizes ample for the Student's need.
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Face Powder
MAX FACTOR & CO.
No. 27 LINING
No. 4 LINING
No. 1 Moist Rouge
No. 12 LINING
No. 16 LINING
Max Factor HOLLYWOOD
5
7
2A
8
GREASE PAINT

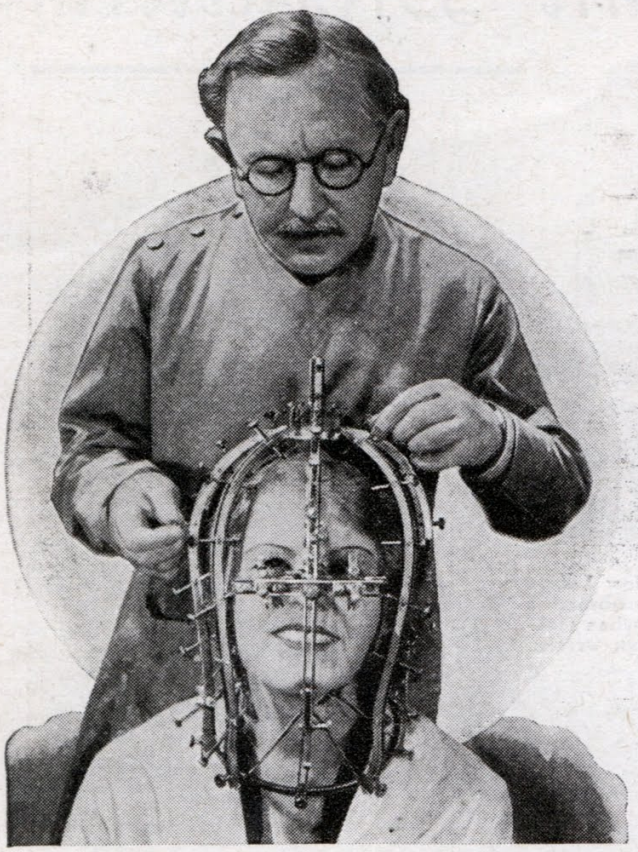
The introduction of panchromatic film and incandescent lighting on movie sets eventually made it possible to standardize the film, lighting, and colours of makeup that were most effective for motion pictures. The Society of Motion Picture Engineers conducted a special series of tests for this purpose in 1928. As a result of these experiments, Max Factor created a completely new range of makeup colours called panchromatic makeup, an achievement for which he won a special Academy of Motion Picture Arts and Sciences Award.

On April 30, 1928, Max Factor was presented with a special certificate by the academy of Motion Picture Arts and Sciences, the first awarded by the academy, in recognition of his contribution to the success of the Incandescent Illumination Research. Frank Max Factor remembered, I have never seen my father so happy and so on the verge of tears. And he just said “Thank you” and sat down, for he wasn’t able to say nothing at that moment.He told his son Frank years later, that he considered that occasion, when the entire industry gathered to pay him tribute for his achievement in the cosmetic art and his tremendous contribution to it, to be the happiest moment of his life, remarkable considering the whole trajectory since he left Russia, that is a winner. he persevered against all odds and follow his passion, I wasn’t until 1981 that make up became a regular category of the Academy Awards.

Max Factor was known for creating the signature looks of the era’s most famous icons such as Ava Gardner, Jean Harlow, and Marlene Dietrich. But he believed that glamour should be within reach of all women.

Max Factor’s ‘Beauty Calibrator’

"Beauty Micrometer" Analyzes Facial Flaws for Makeup



Max Factor, Hollywood makeup expert, demonstrates the "beauty micrometer" which analyzes actors' facial flaws.

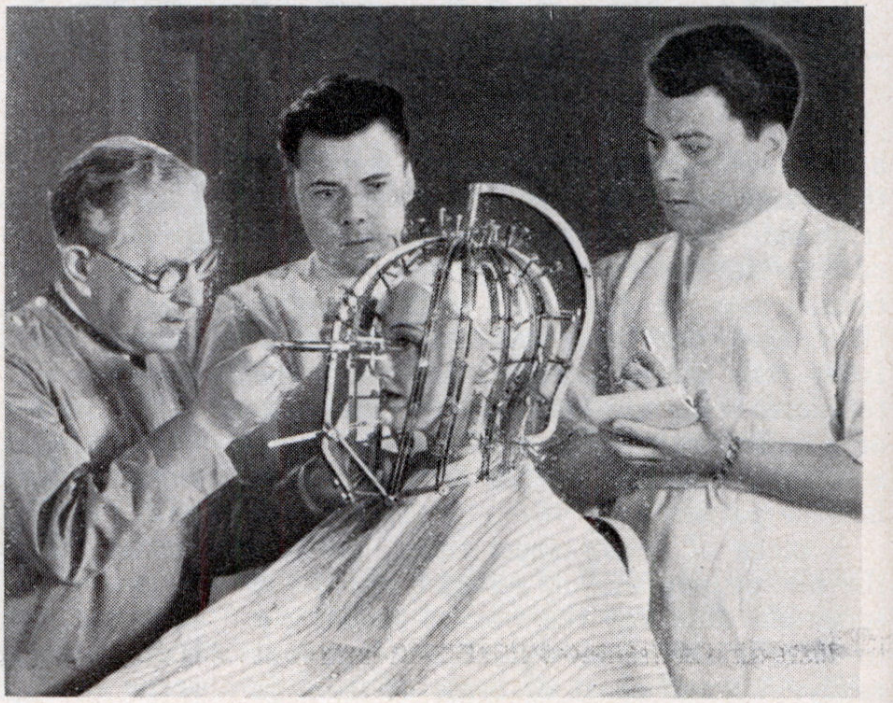
RECENTLY perfected by Max Factor, one of Hollywood's most famous beauty experts, a new instrument, designed to aid makeup men, accurately registers actors' facial measurements and discloses which features should be reduced or enhanced in the makeup process.

Flaws almost invisible to the ordinary eye become glaring distortions when thrown upon the screen in highly magnified images; but Factor's "beauty micrometer" reveals the defects.

The device, remotely resembling a baseball mask, fits over the head and face with flexible metal strips which conform closely to the various features. The strips are held in place by set screws, allowing for 325 possible adjustments. If, for instance, the subject's nose is slightly crooked—so slightly, in fact, that it escapes ordinary observation—the flaw is promptly detected by the instrument and corrective makeup is applied by an experienced operator.

MACHINE MEASURES BEAUTY OF FACE

EVEN beauty may now be reduced to cold, hard figures, according to the inventors of a device that is said to record the contours of a face with thousandth-of-an-inch accuracy. Beauty shops might use the device, the inventors say, to learn how to change their customers' features. In the inventors' opinion, the following measurements are ideal: *nose*, same length as the height of forehead; *eyes*, separated by a space the width of one eye.



Motion-picture makeup is both corrective and creative. Makeup must always be applied skillfully, delicately, and subtly so that facial expression will have natural freedom. On the screen, particularly in close-ups, the face may be magnified many times larger than life size, so that every complexion flaw or crudely applied makeup artifice is clearly discernible. As a corrective art, makeup serves to cover blemishes, provide the face with a smooth and even colour tone

for the most effective photography, clearly define the facial features for more visibly expressive action,make the player appear more attractive and ensure a uniform appearance before the camera. As a creative art, makeup enables the player to take on the appearance of almost any type of character. It can make the young appear to age believably and the old appear to look young again. Special makeup devices can supply the performer with any desired facial feature, from the weird effects of science fiction and horror movies to the bruises, wounds, and scars of western and war films.
The introduction of colour to motion pictures created new makeup problems. Various colour films caused existing greasepaint used on players' faces to appear yellowish or red and blue on the screen. After some experimentation, a solution was found with a successful solid (Pan-Cake) makeup that was applied with a moist sponge. Makeup charts indicated the correct colours to use for each type of colour film.

Modern foundation can trace its roots to Carl Baudin of the Leipziger Stadt theatre in Germany invented in the 1860s , a Wagnerian opera singer. By 1890 the demand for stage makeup had warranted its manufacture on a commercial scale. Half a century…. He is the inventor of greasepaint. He wanted to conceal the joint between his wig and forehead, so he developed a flesh-coloured paste made of zinc, ochre, and lard. This formulation was so popular with other actors that Baudin began producing it commercially, and, as such, gave birth to the first theatrical makeup.

Makeup has a long theatrical history. The early film industry naturally looked to traditional stage techniques, but these proved inadequate almost immediately. One of makeup's first problems was with celluloid. Early filmmakers used orthochromatic film stock, which had a limited color range sensitivity. It reacted to red pigmentation, darkening white skin and nullifying solid reds. To counter the effect, Caucasian actors wore heavy pink greasepaint (Stein's #2) as

well as black eyeliner and dark red lipstick (which, if applied too lightly, appeared white on screen), but these mask like cosmetics smeared as actors sweated under the intense lights. Furthermore, until the mid-teens, actors applied their own makeup and their image was rarely uniform from scene to scene. As the close-up became more common, makeup focused on the face, which had to be understood from a hugely magnified perspective, making refinements essential. In the pursuit of these radical changes, two names stand out as Hollywood's progenitor artists: Max Factor (1877–1938) and George Westmore (1879–1931). Both started as wigmakers and both recognized that the crucial difference between stage and screen was a lightness of touch. Both invented enduring cosmetics and makeup tricks for cinema and each, at times, took credit for the same invention (such as false eyelashes).

Factor (originally Firestein), a Russian Born in 1877 in Lodz, Factor, one of ten children, was apprenticed to a local apothecary when he was eight. By the age of nine, he was training with the city's leading wigmaker and cosmetician, and shortly thereafter began traveling with the Imperial Russian Grand Opera. Following his obligatory military service, Factor opened his own shop south of Moscow, in Ryazan. After servicing a theatrical troupe that performed at the royal palace, he was summoned to serve as personal cosmetician to members of the czar's court, including his physician. He was generously compensated and surrounded by opulence but forbidden from leaving the palace except for an escorted trip each week to his shop where he collected supplies. During one of these visits, he met a young customer, and in the following years secretly courted and married her, and even fathered three children with her, all completely unbeknownst to his royal escorts. As his children grew older, however, the situation became increasingly untenable, and the couple eventually devised a plan of escape. In early 1904, Factor

used his own formulas to affect a sickly pallor. When allowed to visit a sanatorium, he arranged for his wife and children to join him and, under cover of night, they escaped on board a steamer bound for America.when he arrived in the United States in 1904 and moved to Los Angeles in 1908, where he set up a perfume, hair care, and cosmetics business catering to theatrical needs. He also distributed well-known greasepaints, which were too thick for screen use and photographed badly. By 1910, Factor after this realization begun to divide the theatrical from the cinematic as he experimented to find appropriate cosmetics for film. His Greasepaint was the first makeup used in a screen test, for *Cleopatra*(1912), and by 1914 Factor had invented a twelve-toned cream version, which applied thinly, allowed for individual skin subtleties, and conformed more comfortably with celluloid. In the early 1920s panchromatic film began to replace orthochromatic, causing fewer color flaws, and in 1928 Factor completed work on Panchromatic MakeUp, which had a variety of hues. In 1937, the year before he died, he dealt with the new Technicolor challenges by adapting theatrical "pancake" into water-soluble powder, applicable with a sponge, excellent for film's and, eventually, television's needs. It photographed very well, eliminating the shine induced by Technicolor lighting, and its basic translucence imparted a fine delicate look. Known as Pancake makeup, it was first used in *Vogues of 1938*(1937) and *Goldwyn's Follies*(1938), quickly becoming not only the film industry norm but for public sensation. Once movie stars, delighting in its lightness, began to wear it off screen, Pancake became de rigueur for fashion-conscious women. After Factor's death, his empire continued to set standards and still covers cinema's cosmetic needs, from fingernails to toupees.

According to:http://www.filmreference.com/encyclopedia/Independent-Film-Road-Movies/Makeup-HISTORY.html Read more

Max Factor


20TH CENTURY

According to: http://www.britannica.com/art/makeup-performing-arts#ref268975

The introduction of panchromatic film and incandescent lighting on movie sets eventually made it possible to standardize the film, lighting, and colours of makeup that were most effective for motion pictures. The Society of Motion Picture Engineers conducted a special series of tests for this purpose in 1928. As a result of these experiments, Max Factor created a completely new range of makeup colours called panchromatic makeup, an achievement for which he won a special Academy of Motion Picture Arts and Sciences Award.

Max Factor

Max Factor and Renee adoree

The introduction of colour to motion pictures created new makeup problems. Various colour films caused existing greasepaint used on players' faces to appear yellowish or red and blue on the screen. After some experimentation, a solution was found with a successful solid Pan-cake makeup that was applied with a moist sponge. Makeup charts indicated the correct colours to use for each type of colour film.

The tip-off that Factor had something even more valuable on his hands, however, was that rather than leave their makeup at the studio, actresses stole it to use at home. Factor initially resisted marketing Pan-Cake to the general public—he still believed makeup was best confined to the stage and screen. But his sons persisted and actresses begged, and finally, the following year, Factor launched Pan-Cake Make-Up with great fanfare. The product release was announced with a full-color advertising campaign and movie star endorsements and timed to coincide with the debut of George Marshall's 1938 film *Goldwyn Follies*, the most lavish Technicolor production to date and the first to contain a screen credit for Factor's makeup. Pan-Cake Make-Up was not the company's first foray into the general market, but it was by far the most successful, inspiring more than sixty imitations and trumping the profits of all other Factor products combined. Other pioneers of the cosmetics industry—Helena Rubinstein, Elizabeth Arden, Charles Revson—immediately launched their own versions. Factor's original product, a solid cake of makeup to be applied with a damp sponge, quickly led to the development of what has since been termed "foundation," a viscous skin-colored substance that now exists in a bewildering range of options. Foundation can be liquid, solid, or something in between called "powder finish"

Motion-picture makeup is both corrective and creative. Makeup must always be applied skillfully, delicately, and subtly so that facial expression will have natural freedom. On the

screen, particularly in close-ups, the face may be magnified many times larger than life size, so that every complexion flaw or crudely applied makeup artifice is clearly discernible. As a corrective art, makeup serves to cover blemishes, provide the face with a smooth and even colour tone for the most effective photography, clearly define the facial features for more visibly expressive action, make the player appear more attractive and ensure a uniform appearance before the camera. As a creative art, makeup enables the player to take on the appearance of almost any type of character. It can make the young appear to age believably and the old appear to look younger again. Special makeup devices can supply the performer with any desired facial feature, from the weird effects of science fiction and horror movies to the bruises, wounds, and scars of western and war films.

This would be the standard for theatrical make-up until 1914 when makeup artist Max Factor created Flexible Greasepaint that was more reflective under the lighting on movie sets. Although make-up would evolve dramatically from Baudin's invention, theatrical make-up is, to this day, not too far removed from the original blend of fats and pigment.

Courtesy of GlamourDaze.com

https://youtu.be/qR5IHlCN9n4?list=PL5lFRekBkC4N25vAZ6VUoIJjiY5rEQJje

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*Pan-Cake...Trade Mark Reg. U. S. Pat. Off.

ORIGINATED BY MAX FACTOR HOLLYWOOD

Max Factor was born in Russia, actually, he was Polish when Poland still wasn't recognized as its own country and emigrated in 1914 to America, settling in LA to be closer to the budding film industry. Word of Max Factor's expertise quickly spread and he was soon working with Hollywood's leading film stars and making his own cosmetic products for a glamorous but realistic look on screen. In 1916 he started selling eye shadow and eyebrow pencils aside from foundations. This was the first time such products were available outside the movie industry. Four years later he launched a full range of cosmetics, calling it "make-up" – a phrase he coined.

The make-up products and techniques Max Factor created for the movie industry and his Hollywood clients earned him an Oscar, but his guiding philosophy was that any woman could be glamourous given the right tools and once they learned the make-up artistry skills. From mascara to foundation, eye shadow to lip gloss – Max Factor put the transformative tools for make-up artistry into the hands of every woman, enabling her to create her own personal glamour statement every day.

The first commercially available foundation was Max Factor's Pan-Cake. Originally developed for use in film, actresses were so taken with the results that Max Factor was overwhelmed with demand for the product for their personal use. The breakthrough in his formula was the first "foundation and powder in one"; traditionally, an actor was made up with an oil/emollient-based make-up, which was then set with powder to reduce the reflection and ensure it would not fade or smudge. Pan-Cake used talc—rather than oil or wax—as the base, and, applied directly to the skin with a wet sponge, it offered enough coverage (it could be layered without caking on the skin) to eliminate the need for a foundation underneath. This was considered significantly more lightweight and natural-looking on the skin than the standard method, hence people's eagerness to wear the item in public. Although foundation make-up was widely available and used within the film

industry, the use of cosmetics in general was still somewhat disreputable, and no one had tried to market foundation (although lipstick, blush, and nail polish were popular for daily use) as an everyday item. Factor had the product patented in 1937, and, despite the economic turmoil of the era, Pan-Cake became one of the most successful cosmetic launches of all time. By 1940, it was estimated that one in three North American women owned and wore Pan-Cake. As of February 2009, Procter and Gamble, the brand's current owner, confirmed that the original formula Factor developed and used himself is still sold today.

A second but equally important function of early film make-up was to make the best of an actor's facial features. Although an interesting 'camera face' was not essential for becoming a screen actor – acting ability was also important – it was highly desirable. As make-up specialists, like Max Factor and the Westmores, began to get heavily involved with the film studios in the 1920s, they transformed many famous faces to make them more pleasing when filmed.

Greasepaint and powder

The use of greasy substances in western theatrical make-up goes back to at least the eighteenth century when W. R. Chetwood (1749) described the use of ivory-black mixed into grease for blackening the face; it was removed with fresh butter. 'The Oxford Companion to the Theatre' suggests that when gas lighting was introduced, a number of actors mixed powdered mineral pigments with some form of grease to produce a type of grease-based makeup. For example, Fitzgerald (1901) describes how the actor Herman Vezin [1829-1910] "mixed a lot of colour with melted tallow in Philadelphia in 1857". William ('Willy') Clarkson [1861-1934] (an infamous London wigmaker)

also suggested that Vezin was “if not the first, [then] one of the first to make up with grease” on the London stage. However, it would be Ludwig Leichner’s name that would become most closely associated with greasepaint.

According to:http://www.cosmeticsandskin.com/bcb/greasepaint.php

Ludwig Leichner

Being both an opera singer and a student of chemistry, Leichner was in an ideal situation to advance the cause of stage make-up. After developing a viable product, he established a commercial powder and make-up business in Berlin

in 1873 to make it, and within a short time was selling his products internationally.

The greasepaint Leichner developed had a greater covering power and intensity of colour than the old powder make-up and gave actors more control over how it was applied. Skin tones, shadows, and highlights were easier to create so, when correctly applied, greasepaint enabled actors' faces to look more natural, have a more even complexion and be more expressive in the brighter light; in short, they looked more lifelike. The make-up was also largely unaffected by perspiration.

The old method of making up was not by any means so effective as the preparation of the present day—the face being treated to a coating of violet powder, the hare's foot, and rouge were called in to throw up the complexion, the chin and cheek bones being very liberally treated to colour. It will be seen at once that this method needed reformation, for it is impossible to give the whole of the face a natural hue with violet powder, and though carmine was employed to heighten effects, the face must have had a patchy appearance.
Another difficulty and a very serious one was the perspiration of the flesh becoming, after a little exertion, palpable through the make-up. This frequently resulted in one colour running into another, hence a most ludicrous expression. It is almost (even now) impossible to effectually patch up a makeup after it has been once laid on the face, and the old method necessitates the actor making up afresh after he has strutted and fretted through a few scenes.

In the early days of film, some screen actors, particularly men, refused to use any form of make-up; most were eventually talked into to doing so. Individuals with a good complexion could get away with using a little cold cream covered with powder but otherwise, traditional greasepaint was needed. As the demands of the screen became better understood the greasepaint was applied more thinly and worked well into the

skin so that it looked as natural as possible before powder was applied. When the grease paint, was put on properly, gave the skin a perfectly smooth surface of a shade slightly lighter than the grease appears in the jar.

It was very important that actors blend the greasepaint and powder very well, not only to ensure that it covered the area behind the ears and the neck but also to avoid the demarcation lines and blotchiness that resulted from the greater contrast and limited spectrum sensitivity of blue-sensitive film. Blending powders they are called, and blending powders they should be. The powder covers the entire face and is blended smoothly with the base by the slow and rather tedious process of patting it on gently but firmly with a large powder puff. Choice of color in blending powder and care in applying it is quite as important as any other part of the make-up.

The tonal shades of the greasepaint and powder used by film actors would depend on the filming conditions, the character they were playing and individual preferences. Women generally selected a lighter skin tone than men, which reflected the social norms of the day – this was before the suntanning craze of the 1920s. Many actresses felt light tones also made them look younger; needless to say, some overdid it. Some actresses thought that the lighter they can make themselves the more youthful they appear. A good natural flesh tint with a powdering over of flesh-tinted powder to kill the gloss of grease paint.

Many screen actors believed that greasepaint restricted their facial expressions and this seems to have been one reason why some only used powder or switched to Max Factor's 'Supreme Greasepaint' or some other form of cream greasepaint. Released in 1914 as a cream in twelve shades, Supreme Greasepaint could be applied very thinly and felt very flexible on the skin.

Cinema tends to make beautiful people look more beautiful, but it wasn't always so. In its earliest days, film had an

adversarial relationship to beauty, exaggerating the tonal and textural variations of the human face so that even the most stunning heroine became a blotchy caricature. Early black-and-white film stocks—first, orthochromatic film, dominant until 1927, and to a lesser degree its successor, panchromatic film—rendered dark colors darker and light colors lighter, turning features that seemed innocuous off camera (rouged cheeks, a constellation of moles) into distracting blemishes when seen on the screen. Pimples and freckles looked like spots of mud and blue eyes seemed colorless; lipstick made the mouth a cavernous hole and a complexion with sallow or pink undertones appeared, in the term of the time, "negroid." Techniques borrowed from the stage also proved problematic: face paint used to suggest wrinkles to a theater audience, for example, read as tattoos on film. Cinematic makeup, then, was not born from vanity—it was a necessary antidote to the flawed medium of film.

At first, film actors would arrive on set already made up, having used either a commercial greasepaint product designed for the stage or homemade concoctions of lard, talc, and pigment. Actors shared tips with each other and a few studios provided how-to pamphlets. A more convincing skin color could be made by adding brick dust or paprika; a layer of cold cream, petroleum jelly, or vegetable shortening could be applied before the paint, and a puff of flour after, to diminish the shine; white paint could be used to hide a double chin; dimples could be drawn in with a touch of lipstick. But even with the most expert application, greasepaint was a crude medium. It was stiff and dense, and tended to aggravate skin conditions that then required more greasepaint. There was no solution for the seams that were visible along the hairline and collar, and, as the name suggests, the substance was nearly impossible to wash off. Most vexing of all, greasepaint remained perfectly intact only when the face was slack. A lifted eyebrow or a smile caused the makeup to craze with hairline cracks. Though imperceptible to a distant theater

audience, the defect was catastrophic on film.

Silent-film comedians were the first fans of a new “flexible” greasepaint introduced in 1914 by a small wig and cosmetic shop in Los Angeles. “Flexible Grease Paint” had a very different feel to it, and customers requested that the proprietor demonstrate how to apply it. The store soon developed a steady clientele of actors who were happy to pay someone else to do their makeup. Charlie Chaplin, Buster Keaton, and the cross-eyed Ben Turpin needed to be on set by seven in the morning; The House of Make-Up began opening at five thirty.

Highlight and shadow

Through the use of makeup, specifically highlighting and shading, the apparent shape of an actor’s face can be changed By highlighting the face’s protruding bones, the features become pronounced; shadowing cavities can add depth.Sagging jowls, forehead wrinkles, eye pouches, and prominent veins can be created by manipulating highlights and shadows. A highlight is a base makeup that is at least two shades lighter than the base. It is applied on the bridge of the nose, cheekbones, and areas under the eyes and below the brows. Using a color two shades deeper than the base provides depth and definition. This depth is commonly used on the eye sockets, to thin the sides of the nose, to shallow the cheeks, and to minimize heaviness under the chin.

Makeup and lighting

Lighting controls makeup to a high degree. Makeup can lose its effectiveness due to incorrect stage lighting. Conversely,

skillful lighting can greatly aid the art of makeup. Close communication between the lighting director and the makeup artist is crucial for the best possible effect.

Understanding light’s effect on makeup and various shades and pigments is important when designing a performer’s makeup. The following are among the basic rules of light: nothing has color until light is reflected from it; an object appears black when all of the light is absorbed; an object appears white when all of the light is reflected. If certain rays are absorbed and others are reflected, the reflected rays determine the color.

Light’s effect on makeup

- Pink tends to gray the cool colors and intensify the warm ones. Yellow becomes more orange.
- Flesh pink flatters most makeup.
- Fire red ruins makeup. All but the darker flesh tones virtually disappear. Light and medium rouge fade into the foundation, whereas the dark red rouges turn a reddish brown. Yellow becomes orange, and the cool shading colors become shades of gray and black.
- Bastard amber is flattering because it picks up the warm pinks and flesh tones in the makeup.
- Amber and orange intensify and yellow most flesh colors. They turn rouges more orange. Cool colors are grayed.
- Green grays all flesh tones and rouges in proportion to its intensity. Green will be intensified. Yellow and blue will become greener.
- Light blue-green lowers the intensity of the base colors. One should generally use very little rouge under this type of light.
- Green-blue washes out pale flesh tones, and will gray

medium and deep flesh tones, as well as all reds.

- Blues gray most flesh tones and cause them to appear more red or purple.
- Violet causes orange, flame, and scarlet to become redder. Rouge appears more intense.
- Purple effects makeup like violet lighting, except reds and oranges, will be even more intense, and most blues will look violet.

Filmmaking: Color temperature & Kelvins Explained

https://youtu.be/mwqNRqDx680

FilmSkills.com – Lighting Techiques – Color Temperatures

https://youtu.be/CfRWHnfDsco

Vintage Make-up Guides

Professional Rolling Travel Makeup Case Jewelry Drawers Aluminum Black Code Lock

- High quality aluminum construction with reinforced steel corners for extra durability
- Wider opening at top of the case for easy access
- Heat resistant panels maintain case interior cool

- Heavy duty handle for added comfort and grip
- Code lock design and easy close latches for added security

Yaheetech 2-wheel 2-in-1 Professional Multifunction Artist Rolling Trolley Makeup Beauty Train Case Cosmetic Organizer

- Bright aluminum frame and sheet surface, fully lined suede interior
- Smart 2 in 1 design versatile jewelry cosmetic trolley-upper top case and big bottom case
- Telescopic style handles and 2pcs durable castors
- Adjustable pull handle length from 21″ to 26″ and 34″. Net Weight: 15.5LBs

SHANY Rebel Series Pro Makeup Artists Multifunction Cosmetics Trolley Train Case, Knight, Large

- Cosmetics Trolley case features: lockable compartments, Mirror, Retractable handle, spill resistant
- Expandable trays, fits hair dryer, Flat Iron, perfumes,

Nail polishes, brush cleansers, liquid foundations

- Light weight, Airport friendly, easy to pull, Rebel wheeled makeup cases do not need assembly
- Free set of cosmetics organizer mesh bag comes with all SHANY large wheeled trolley makeup cases

[Seya Beauty Soft-sided Nylon, Carry on]

Professional Makeup Case w/ Removable Drawers and Brush Holder

- Crafted of durable, high quality, easy to clean nylon fabric material
- Includes a removable 13pc brush case as an added bonus
- 6 removable plastic storage trays in bottom section
- Exterior includes additional storage
- Includes removable shoulder strap for added convenience

SHANY Cosmetics Mini Studio Togo Makeup Case

- Mini version of studio To Go lighted Makeup with the same solid construction
- Easily store your makeup brushes, lipsticks, foundation, and other products
- Includes: Dimmer Switch and adjustable storage pieces
- Rolling wheels and expandable handle make it perfect for a travel
- SHANY is a member of PETA and all our products are cruelty-free