



## HOUSE OF LIFE LONDON

### THE RANGE

“**House of Life**” launching September 2016 is a new London-based innovative, health conscious, effective, **organic natural range of premium anti-ageing skincare**. Their formulations are derived from **secret herbal recipes** from Georgia (the Eurasian country, not the US State), shared by one of the most prominent and experienced natural medicine doctors in the world, Lali (Tsiala) Gegeshidze. In the world of herbalism Georgia is known as “the magic herbal garden” with the richest experience and documented history in natural medicines worldwide. Combining this wealth of experience with the latest science, House of Life has formulated unique anti-ageing formulas. Their creams have the highest oil to water ratio offering the most concentrated level of active anti-ageing ingredients and clinical trial data proves the creams help to protect against sun-induced premature ageing.

House of Life’s products are safety trialled and tested and is one of the first to offer 100% preservative-free products, using organic Ecocert ingredients that have preservative efficacy. As well as this, the range comprises of four organic anti-ageing facial oils, one body oil and three individually fragranced multi-action day and night anti-ageing creams:

**Quiescent** Completeskin™ Anti-Ageing face oil

**Equalise** Anti-Wrinkle face oil

**Illumine** Skin Tone face oil

**Reclaim** Anti-Age Spot face oil

**Epitome** Completeskin™ Anti-Ageing body oil

**Completeskin™ Anti-Ageing facial creams; Serene, Vivace and Symmetry**

Serene to calm, Symmetry to balance and Vivace to Energise.

The anti-ageing creams have been customer tested and include clinical results proven to be capable of fighting sun-induced skin ageing which scientists estimate this is responsible for 90% of premature skin ageing. **The fragrances not only offer individual preferences but also help to reduce stress and positively influence moods.**

The oils are **formulated with a selection of powerful herbs, fruits and vegetables such as knotgrass, burdock, sea buckthorn, hops, tetterwort, wild raspberry, bananas, potatoes, chamomile, St John’s Wort**, combined with natural essential oils such as Rose Otto, Neroli, Jasmine, Ylang Ylang, Frangipani and Cedarwood, to deliver powerful skin solutions. These ingredients contain high levels of nutrient rich and active agents such as retinol, flavonoids and antioxidants which are carefully infused into the oils through a slow steam cook process to retain maximum potency.

The product original **recipes, which have been honed over generations, are now enhanced with modern production methods and science.** Over the generations these have been used to treat many skin related complaints and diseases such as burns, scarring, acne and for skin rejuvenation. House of Life brings together Eastern knowledge and Western science to offer the best possible complete organic skincare solutions with long lasting effects from the outside in.

House of Life is named after the Egyptian centres of knowledge run by priests, where the first forms of medicinal practices and pharmacopeia were documented. These practices have since been continued and developed in Georgia, allowing it to become the centre of excellence. These knowledge super houses held writings such as the Edwin Smith papyrus showing the earliest discoveries of the medicinal properties of the plant life and medical practice. The modern day House of Life embraces health, herbalism, beauty and happiness organically.

**Priced from £42.50 available from [www.houseoflifelondon.com](http://www.houseoflifelondon.com).**

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## THE RANGE

### THE FORMULATIONS

The range offers an extremely high oil to water concentration to enhance the effectiveness of the ingredients in their penetration of the skin layers. The day and night anti-ageing solution creams also have a 100% natural organic preservative system. **All of the ingredients are Ecocert approved or are sourced from wild-farmed ingredients.** No ingredients are synthetic or genetically modified or sprayed and House of Life has zero tolerance for artificial, organically modified, sprayed or harmful ingredients and for testing on animals. It has sustainable ingredient-sourcing policies in place and recyclable outer packaging plus, for every tree cut down, another is planted. The brand also uses the only ozone purification plant in the world saving almost a third of the water used in production of the outer packaging. While the herbs are Georgian, House of Life sources as many of its ingredients as possible from within the UK as well as manufactures its products here.

## ETHOS

One can take two approaches with anti-ageing cosmetics:

1) The “sanding and peeling” approach which helps to stimulate collagen production by responding to skin irritation. However this thins the skin, destroys the lipid barrier and makes skin vulnerable to sun damage tiring out its collagen-producing fibroblasts over time.

2) The “rebuilds the skin’s integrity and defences” approach, which stimulates collagen synthesis and skin cell regeneration without irritation.

House of Life prefer the latter and use powerful, effective ingredients with a more skin-friendly approach without the use of synthetic emollients and perfumes.

## KEY INGREDIENTS

### KNOTWEED ELIX-IR™

Extracted from Knotgrass Elix-ir™, is a clinically proven active anti-ageing ingredient, capable of fighting infra-ageing™ - infrared-induced skin aging. By inhibiting production of cathepsin, an enzyme involved in photo-ageing. Knotweed increases firmness and reduces the appearance of wrinkles. Scientists estimate that sun is responsible for 90% of premature skin ageing, that’s why photo-protection is so important to consider in cosmetic products. This is the first botanical active ingredient designed to specifically target infra-ageing™ and to protect the elastic fibres of the dermis.

## **COMMON SEA BUCKTHORN**

During the last 20 years, scientists have carried out extensive research on sea buckthorn. This has resulted in an improved understanding of the health effects and the chemical composition of the berry. It is now known that the berry is rich in multiple lipophilic and hydrophilic bioactive compounds such as Vitamin C and E, carotenoids, flavonoids, fatty acids, plant sterols, lignans, and minerals. Sea Buckthorn is also well known for its healing and rejuvenating effect on the skin.

## **GREATER BURDOCKS**

Pharmacological studies indicate that burdock roots have anti-inflammatory, anti-microbial and free radical scavenging abilities. It contains inulin which is a humectant and has skin conditioning properties. Rich in tannins it is also anti-allergic so ideal for sensitive skin.

## **HOPS**

Hops have anti-microbial, antioxidant and anti-inflammatory properties. Recent research shows that they are also a good regulator of the extracellular matrix, improving skin structure and firmness, so a powerful anti-ageing tool, demonstrating a protective effect on elastin with increased production of types I, III, and V collagens and fibrillin-1 and fibrillin-2 in dermal fibroblasts at similar levels to ascorbic acid.

## **WILD RASPBERRY**

Contains high levels of polyphenols which have a significant anti-oxidant, anti-inflammatory and anti-damaging DNA effect. Studies have also shown the routine topical application of these polyphenols can help provide efficient protection against the harmful effects of UV rays.

## **POTATO**

Contains Vitamin H (biotin) which is key for skin regeneration and for dehydrated skin to reduce skin peeling. Starch helps with elasticity, strengthening the epidermis and iron helps to oxygenate the skin and reduce deep wrinkles. Selenium is a good antioxidant and Vitamin E produces protein and lipids and helps Vitamin A penetrate deeper in the skin dermis.

## **BANANA**

Ideal for moisturising, repairing and smoothing the skin with its Vitamin E and A penetration and the calcium and magnesium support skin radiance and glow. Also high in carbohydrate, free-radical scavengers and elasticity supporters - Vitamin B1-2-3-5-6-9, C, Iron, magnesium manganese, potassium and zinc.