



The Science Behind Sahar's Skin Care Line

Rejuvenate skin, increase brightness and luminosity, reduce the appearance of wrinkles



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"I believe in providing a skin care line that is clean and provides the best nourishing ingredients to enhance the best version of YOU. Personalized medicine has always been my passion and your skin will be Refreshed, Restored & Awakened with the powerhouse of ingredients I designed for you."

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Sahar recognizes that the skin care industry has been missing the mark on ingredients. Often times, harsh and toxic chemicals are added to commercial formulations that cause unnecessary damage to skin's cellular function. Sahar's skin care line has been developed to leave out harmful additives. Her products incorporate vitamins, antioxidants and nutrients naturally found in healthy skin. Her philosophy is that providing skin with these nutrients will help restore its health and youthful appearance.

Ingredients in Sahar's skin care and their function in skin:

CoQ 10, Vitamin E, Vitamin C and alpha lipoic acid are antioxidants that function synergistically in healthy skin to prevent oxidative damage from UV radiation and environmental toxins. Cells protected with antioxidants have less inflammation, less degradation of collagen and elastin, and less production of melanin (age spots).

Vitamin A prevents the production of dermal proteases that break down collagen and elastin. Healthy vitamin A levels maintain the strength and integrity of skin's foundation.

Hyaluronic Acid provides a water binding matrix that keeps skin hydrated. Hydrated skin looks better, has fewer wrinkles, and has healthier overall cellular functionality.

Niacinamide is a B vitamin involved in many cell activities. Niacinamide helps regulate protein and sebum production and stabilize moisture content of skin. Niacinamide can also reduce melanin production to brighten skin and reduce age related pigmentation.

Vitamin K is used by the body for wound healing and has also been shown to reduce the appearance of dark circles under eyes. Sahar has chosen this as an active ingredient in her eye gel.

Other key ingredients in Sahar's skin care and their effect on skin's appearance:

Argireline peptide, formulated at high levels in Sahar's moisturizer and eye gel, has been shown to stimulate production of GABA. GABA is a neurotransmitter that naturally relaxes facial muscles, creating a smoother skin appearance.

Alpha hydroxy acids are effective exfoliators that help break apart dead skin cells to refresh and renew skin. Sahar's blend of glycolic, tartaric, malic and lactic acids detoxify skin without irritation, and allow for the more effective absorption of nutrients.

Fenugreek extract has been shown to increase elasticity, hydration and resistance to hyperpigmentation and photo aging. Sahar has incorporated this powerful herbal extract into her toner.