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Chasing Shadows!

There I was, in the same store, in the same aisle, doing the same thing as always - picking up each item and examining it thoroughly.....would this be the one that held the secret that I was searching for? Suddenly something caught my eye. It was boldly embossed on the very elaborate label of a 'high-tech' packageit couldn't be, did it really say that! I approached it cautiously, still not believing, pulled out my glasses to check it again.....yes, there was....crystal clear! My potential purchases fell to the floor as I ran out the exit, screaming and gasping for air. I have been called a lot of things over the years and not all of them flattering but, this one took the cake!!! This 'marketing genius' had shaken me to my core with just one word'**MARIONETTE**'!

Ok, maybe I am exaggerating but, based on the number of commercials/infomercials and other marketing campaigns that are currently bombarding us, I and many others have been in search of that magical 'Wrinkle Remover'. I confess, I did try a number of these 'Anti-Aging' products, even though some of the ingredients were pretty scary, not to mention the outrageous price for just a few drops of some precious potion that, according to the label was going to transform my skin into a work of art. So convinced was I, that I didn't even question them when they also informed me that I was also going to need 4 other incredibly expensive products if I wanted to deal with the frown lines, expression lines, dark circles and crows feet (even though they were only inches or less away from each other). I was even able to get by all this rather unflattering terminology but, when they likened my dilemma to a 'puppet'-that was my wake-up call! Apparently, they were brazen enough to flat out let me know that I was a 'puppet on a string' to their fantastical marketing schemes. Unfortunately for them, I will not be buying their product however, I have regained my sanity!!!

Ok.....Stop ranting and let's see if there is an all natural, healthier and definitely saner approach.

Here are some basic facts:

1. The human eye cannot see wrinkles (tell that one to my mirror) apparently we only see the shadows they produce.
2. Men have thicker skin (no big surprise there!), so they show the signs of aging later than women, however, when they do..... it happens really quickly!!
3. Skin is skin.....all skin needs the same basic things-Moisturizing Factors and Repair/Nurturing Factors. Some skin needs more or less of these things depending on -location/function of the skin, age, exposure, irritation, etc.
4. Skin cells are smart.....as long as they have what they need, they will figure out the rest.
5. Skin is not an island.....diet, lifestyle, sleep, stress, illness and hormonal changes all play a role in the health of your skin.
6. There is no one ingredient that is the 'be all to end all', just like your body, your skin needs a wide range of substances to be healthy- including lipids, proteins, amino acids, enzymes etc.
7. Most bio-active substances are readily degraded by light, heat and air, so unless the product is properly packaged and relatively fresh, these substances are going to be virtually non-existent by the time it gets to you.
8. The majority of the research that has been reported on the 'latest and greatest' anti-aging ingredients, has been done by or been sponsored by major cosmetic companies.

MOISTURIZING FACTORS- One of the primary elements in keeping skin healthy is making sure the structure of the epidermis (outer layer of skin) is intact. The components that do this are called moisturizing factors (MF). While the oil and fat components of skin prevent evaporation and provide lubrication to the surface of skin, it is actually the intercellular matrix, along with the skin's lipid content, that gives skin a good deal of its surface texture and feel. Think of your skin as consisting of bricks, with the mortar being the material that holds these bricks together. Skin cells are the bricks, and the mortar (cement) between them is made up of skin-repairing and nurturing components. An intact, stable, healthy, and strong mortar structure is what allows skin to look smooth, soft, moist, supple, and young.

The intercellular matrix is the skin's first line of defence against water loss. When the lipid and/or the MF's of skin is reduced, we experience surface roughness, flaking, fine lines, and a tight, uncomfortable feeling. The longer the skin's surface layer (stratum corneum) is impaired, the less effective the skin's intercellular matrix becomes. Moreover, the skin's healing process is impaired. The list of MF's is expansive - amino acids, ceramides, hyaluronic acid, cholesterol, fatty acids, triglycerides, phospholipids, glycosphingolipids, urea, linoleic acid, glycosaminoglycans, glycerin, mucopolysaccharide, and sodium PCA (pyrrolidone carboxylic acid). Ingredients that assist the lipid content of skin include almond oil, apricot oil, canola oil, coconut oil, jojoba oil, jojoba wax, lecithin, olive oil, shea butter, and soybean oil, all of which can be extremely helpful in making dry skin look and feel better.

SKIN REPAIRING/NURTURING FACTORS -This refers to the substances that work between the skin cells, the intercellular matrix, to help keep skin cells connected and maintain skin's fundamental external structure. Unfortunately, the mortar, especially in the external barrier of our skin, is easily compromised by sun damage (that's the major culprit), irritation, over cleansing, dry climate, skin disorders etc. It is of vital importance to maintain or restore the skin's intercellular matrix to help skin fight off environmental stresses and most certainly look younger. The Moisturizing Factors listed above, along with a wide assortment of other substances such as anti-oxidants, lecithin, vitamins, minerals and many, many more, give skin what it needs to keep skin cells together. Just adding water alone can do nothing if the intercellular matrix is damaged.

This all sounds reasonable... but, most 'Anti-Aging' skin care products currently available are made from synthetically produced substances and many contain petroleum or alcohol based ingredients.....that can't be good!

Here are some Natural Sources!

Fruits and Vegetables are an excellent sources of Anti-Oxidants; Vitamins; Minerals; Exfoliants (AHA) and anti-inflammatories.

Sugar Cane is an excellent source of Glycolic Acid (AHA), a natural exfoliant

Eggs are the perfect mix of fat, protein, vitamins and minerals

Honey has vast array of vitamins, minerals, anti-oxidant, amino acids, enzymes etc. etc.

Red Grapes for resveratrols and more

Apple Cider Vinegar to restore skin's natural pH

Apples-source of quercetin, a flavonoid known effective for skin lightening and as a penetration enhancer.

Coconut Milk-hydrates and repairs skin

Wheat Germ Oil-source of ceramides

Vitamin E (natural source) is known as king of Anti-oxidants, but has a lot of other skin benefits too.

Almond Oil is an incredibly nutritious and rich source of lipids.

Yogurt is a great source of Calcium and AHA-lactic acid. (exfoliant)

Now let's get to the 'Herb Part'....

ALFALFA- *Medicago sativa*-Source of protein, minerals and vitamins C, D, E & K for the skin. Conditions skin & increases skin metabolism.

CALENDULA- *Calendula officinalis*-Helps aging skin in three main ways. First, it helps to create new blood vessels in the skin. Second, it is full of carotenoids & lutein, the antioxidant effects of which fight free-radical damage. Thirdly, it stimulates collagen synthesis & cell regeneration

CHAMOMILE-*Matricaria recutita*- Main constituent is the well known anti-inflammatory azulene

COMFREY -*Symphytum officinale*. -Contains allantoin, a skin ingredient that promotes healing, and is known for its regenerating and soothing properties. It is anti-inflammatory, astringent and emollient. Aids the healing of open wounds, cuts, burns, & bruises.

GINGKO -*Ginkgo biloba* -helps to increase circulation, prevent capillary fragility and boost collagen formation

GOTU KOLA-*Gotu kola*- Has great value helping with the synthesis of collagen, thickening and improving the tensile strength of the skin, wound healing, repair of damaged tissue in wound healing. Source of Zinc.

GREEN TEA- *Camellia sinensis*-Well known for its antioxidant, anti-inflammatory, and astringent properties. Topical green tea polyphenols can help slow down the development of some signs of aging and helps repair skin damage by quenching free radicals and reducing inflammation.

HORSETAIL-*Equisteum arvense*-Rich in minerals, especially silica used to maintain healthy tissue as it facilitates the absorption of calcium. Helps eliminate excess oil, and has a firming action on the skin. It is beneficial for acne because of its high silica content. Source of B3, Selenium, Sulfur.

KELP-*Laminaria digita*- A seaweed with 23 vitamins and minerals, including chlorophyll, folic acid, vitamins A, B12, D and iodine. The vitamins and minerals in kelp help to keep the skin nourished and moisturized.

MARSHMALLOW-*Althea officinalis*- Great anti-irritant and has an inhibitory effect on hyaluronidase, an enzymatic action in which the hyaluronic acid and other muco-polysaccharides in the connective tissue are degraded. Shows promise in preventing excessive pigmentation in the skin.

OATSTRAW-*Avena sativa*- Anti-irritant and anti-inflammatory, used extensively in cosmetic preparations for many years. Main constituents of oatstraw are silica, saponins (avenacosides A and B, avenacin), polyphenols.

RED CLOVER-*Trifolium pratense*-contains many vitamins/minerals, blood purifying properties helpful for rosacea, eczema and psoriasis.

ROSE HIPS-*Rosa canina*-The seed pod left after the rose petals fall off. Rich in Vitamin C.

ROSE HIP OIL-very nutritious, 80% essential fatty acids. Excellent for scars.

ROSEMARY- *Rosmarinus officinalis*-Toning and binding effects on skin, promotes proper skin function. Helps to reduce puffiness/ swelling. Blood circulation is improved so nutrients are carried more effectively to the cells and waste materials from the cells are effectively removed.

SEA BUCKTHORN OIL-excellent source of Omega 7

SHITAKE MUSHROOMS-*Lentinus edodes*-Contain kojic acid which can prevent the formation of melanin, or pigment, in skin, resulting in a brighter, more even complexion. In addition, kojic acid has an astringent quality that temporarily tightens the skin and makes it taut.

UVA URSI (**Bearberry**)- *Arctostaphylos uva-ursi*-Source of arbutin, to naturally lighten the skin.

WHITE WILLOW BARK- *Salix sp.*-Contains natural beta hydroxyl acids which work as a skin exfoliant to help unplug follicles and pores.

WILD YAM-*Dioscorea villosa*-Hormone balancing herb, helps fight pre-mature aging of skin

Wow.....lots of potential here.....but what about the 'silver bullet' approach of most available products that only address one or two specific issues, irrespective of the broader picture.....

Well, never fear.....**KETTLEBY HERB FARMS** is here!

*NO INFOMMERCIAL..... NO CELEBRETY SPOKESPERSON.....NO ELABORATE MARKETING CAMPAIGN
NO FANCY PACKAGING & NO FALSE PROMISES JUST THE RIGHT STUFF!*

Using all natural sources of the most current 'age defying' ingredients in combination with other healthy skin loving ingredients, we've created 'A Complete & All Natural Diet' for your skin!

Easy to use skin care products, reasonably priced and suitable for both men and women!

'Feed Your Face' & 'Feed Your Hide'

*These products contain 100% All Natural Skin Essentials-
Anti-oxidants; Moisturizers; Exfoliants; Vitamins; Minerals;
Protiens/Peptides; Enzymes; Brighteners; Anti-inflammatories & More!*

So go on.....Feed Your Skin!!

[Click Here](#) -for the complete ingredient list, how to use and more info!

Go back to our home page and click on the 'catalogue' button for enticing special introductory offers!!!

Enough shameless self-promotion.....

Here are a few tips for using any skin care products:

1. Be consistent.....improvements will be gradual, as with most topical applications, so give it at least 30 days.
2. Always test skin care products on a small area of skin first, due to the potential of irritation or allergic reaction.
3. Thinner is better-a thin even application is all that is needed.
4. Use as directed and apply to freshly cleaned skin.
5. Do a 'once a week' all natural face mask treatment for optimal results.
6. Keep in mind that no single ingredient is the 'be all & end all' for skin care. Just like your body needs a healthy, balanced diet to function optimally, your skin also needs a broad range of ingredients to help it look its best.
7. Remember that a healthy diet is also important to healthy skin.
8. Get adequate sleep and stay hydrated.

Most importantly.....*Smile*.....it is your best feature!

****[Just click here to learn more about healthy skin factors & current 'Anti-Aging' ingredients](#)- !****

What's Happening at Kettleby Herb Farms:

- **2010 FUND RAISER UPDATE**
Our latest fundraiser in benefit of 'Second Harvest' raised \$155.00! Thank you for your support!
- *****No Handling Fee** on All Orders until September 1, 2011 Make sure to check out our new skin care products- *'Feed Your Face' & 'Feed Your Hide'* for **great introductory specials too!**
- Don't forget MOM! *Mother's Day* is just around the corner.....
Whether she loves to cook or enjoys being pampered.....we are sure to have something to please!
- Summer Entertaining & Barbeque season is coming.....
Time to check your supply of Kettleby Herb Farms- *Herb Infused Oils* and *'Garlic Unleashed'!*

Have a great Summer!
Sue