

Welcome to Prairie Belle's "Healthy Skin for All Ages" skin care program. Here you will find information about the skin and our programs to help maintain healthy skin.

Risk factors and skin problems

Intrinsic Factors

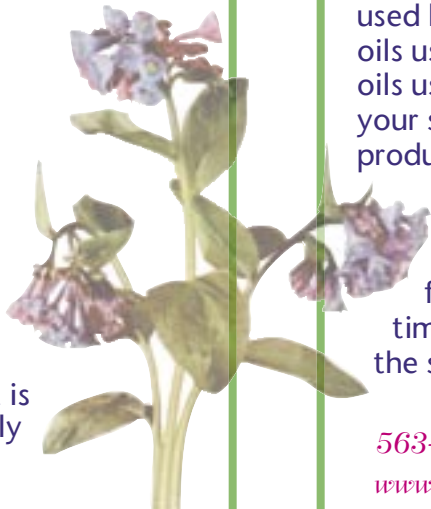
- Genetics
- Hormones
- Skin becomes thinner with age
- Oil & sweat glands decrease with age

Environmental Factors

- Sun, smoking & poor nutrition
- Dry air, wind, air pollution
- Contact irritants and toxins

Skin Problems

- More than 1,000,000 new cases of skin cancer per year
- Skin cancer is on the increase. Melanoma has doubled in cases from 1973 to 1996
- 50% of all cancers in the U.S. are skin cancers
- 33% of all people in U.S. have a skin disease
- 66% of people over 50 have a skin disease
- 89% of the 10,500 chemicals in skin care products are not tested by FDA or CRI
- A women typically applies more than 200 chemicals to her skin/day
- More than 60% of what is put on the skin is directly **absorbed into the bloodstream**



Prairie Belle was founded on three key principles: use pure natural ingredients, protect the environment and be helpful to people. Now, more than five years later Prairie Belle maintains these same homegrown Midwest principles to produce natural personal care products that are gentle and soothing to your skin. Our passion for natural personal care products was born from a dedication to healthy living achieved by reducing the use of synthetically derived products.

Why use natural instead of synthetically derived products?

There is a vast array skin care products at our disposal. Our personal health and well-being, as well as our environment locally and globally, are in question by the widespread use of synthetic substances. We do not know what will result from our use of certain synthetics in the long run. The natural ingredients used in our products have protective properties that have been used by plants for millions of years. The oils used by these plants are the same oils used in our products to protect your skin. Some synthetic skin care products are derived from petroleum which doesn't allow the skin to breath or release toxins. Natural botanical oils allow the skin to function normally and at the same time moisturize and soften, helping the skin remain healthy.

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Healthy Skin



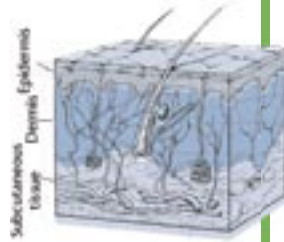
for All Ages



**SKIN CARE AND
SKIN THERAPY
PROGRAMS**

Facts about skin

- Largest organ in the body
- 3 layers: Subcutaneous, dermis, epidermis
- 15-20% of an adult's body weight
- 2-3 billion skin cells are shed daily
- Completely renews itself every 3-5 weeks
- Defense against infection, dehydration, temperature extremes and injuries
- Absorbs and uses nutrients that are topically applied
- **Absorbs synthetic chemicals** — up to 60% into the bloodstream



Why does skin age over time?

Infancy and childhood The time of greatest damage. Protect skin from the sun between 10 am and 4 pm.

Teenage years — acne time. Fifteen minutes of tanning equals one day in the sun.

Twenties and thirties — glowing skin but the aging process begins to show. The skin begins losing collagen and elastin. Now is the time to begin a skin care regimen with natural soap and lotion.

Pregnancy — Ninety percent develop dark spots on the face and arms and stretch marks. Use lotions, creams, massage bars, body butter and loads of shea butter.

Forties and Fifties — Perimenopause & menopause — the skin's aging process continues. Use supplemental estrogen, creams, lotions, butters for smoother and less dry skin.

Over Sixty Skin Skin may develop lesions or growths, certain skin diseases, become dry and itchy, have sun damage, or become easily cut or bruised. Use natural soap, lotions, creams, butters, balms, and rubs with sun blocks.

How do you keep the skin healthy?

- Drink, drink, drink water and juices
- Eat balanced meals daily
- Quit smoking
- Sleep full eight hours a day
- Protect skin from direct sunlight
- Regular skin examinations
- Exercise daily
- Wash daily with natural soap
- Exfoliate 2-4 times a week
- Moisturize daily

Avoid these toxic chemical skin care ingredients:

- Petrolatum
- Mineral Oil
- Propylene Glycol

Make sure you read the label!



What is "Healthy Skin for All Ages" skin care program?

1. Monthly meetings with a presentation concerning a wide variety of topics relative to skin. See Events at www.prairiebelle.com for a list of times and places for monthly meetings.
2. One 8-ounce bottle of Hand and Body Lotion or Shea Lotion and one bar of Handmade Natural Soap. Select your favorite scent. Lotions and soap form the basis for our skin care program.
3. Packet of information on skin, skin care and skin therapy program.
4. (Optional). Monthly Consultation Sessions with our skin care consultant. These monthly sessions observe & monitor the progress of the program through the use our Skin Assessment Tool.

Program	Plan Fee	Signup fee	Consultation (optional)
Basic Program	\$15/month	\$10.00	\$15.00/session

Our program is so simple with daily use of natural soap and lotion. It is very pleasant for both body and mind as opposed to other programs such as diets. Since the introduction of our skin care program in the southwestern states, many people are now enjoying soft, moist and less wrinkled skin. Not only is their skin healthier, but many of the potentially harmful chemical ingredients of commercially-based personal care products are no longer entering their body through their skin.