

S. C. Pharma UK Ltd
HERBS FOR HEALTH

Celu-gen *Summary*

HERBAL *Supplement*

for Cellulite & Skin Care



Celu-gen is a herbal anti-cellulite formulation developed for people with cellulite and other skin blemishes where this formulation will aid in providing better skin tone and appearance.

What is Celu-gen For:

Celu-gen will improve the appearance of cellulite by actively promoting a healthier and stronger skin matrix. Because of the mode of action of the active ingredients you will see improvement in your overall skin tone, improvement in the strength and integrity of finger nails and noticeable improvement in hair sheen.

Celu-gen Contains:

Centella Asiatica which exerts a normalising action on the metabolism of connective tissue. It enhances the integrity of your skin by stimulating the manufacture of certain of the base substances essential for healthy skin. This in turn has positive effects on collagen production the main protein of skin.

The outcome is stronger and better skin.

Grape Seed Extract a rich source of plant flavonoids which most importantly inhibits the destruction of collagen, provides potent antioxidant cover and allows for increase in intra cellular vitamin C.

How Does Celu-gen Work:

Centella Asiatica has the ability to assist in the strengthening of the structural components of connective tissue (skin); assist in increasing the tensile integrity of the dermis; may provide a balancing effect on connective tissue; may increase the keratinization of the epidermis through stimulation of the germinal layer of skin such as hyaluronic acid and chondroitin sulphate; may stimulate nail and hair growth.

Grape Seed Extract is 50 times more potent than vitamins C and E in terms of their antioxidant activity. Grape Seed Extract may inhibit the damaging effects of enzymes such as hyaluronidase, elastase and collagenase that can degrade connective tissue structures such as the skin. By inhibiting the enzymes there is more collagen, elastin and other components of the ground substance of skin available to allow your body to rectify the damage caused by the enzymes.

The balancing effect of Celu-gen.

What Else Supports Healthy Skin:

A good diet particularly vegetables, fruits, whole grains. Adequate high quality protein from fish, chicken, lean cuts of beef. Avoid fat filled protein sources. Avoid bad lifestyle practices such as smoking and excessive alcohol consumption.

Develop a controlled exercise programme.

RECOMMENDED DOSAGE

One tablet to be taken twice daily.

S. C. Pharma UK Ltd, P.O. Box 477, Bury St Edmunds, Suffolk IP33 3ZY
Tel: 01359 250091 Email: scpharma@aol.com
Fax: 01359 250091 Website: www.scpharma.com

Remedy

CELLULITE

Helps Improve the Visible Signs of Ageing

Celu-gen *What is it For?..*

Reduce Cellulite and Improve Appearance of Skin:

1. Reducing cellulite and the appearance of cellulite.
2. Improving skin tone and appearance.
3. Can be of assistance in wound healing.
4. Has a positive effect on veins, varicose or superficial and phlebitis.

What is Cellulite ?

Cellulite is a "cosmetic" condition that results from weakened connective tissue structures below the skin surface. Women are affected nine times more than men due to structural differences in the dermis.

The clinical features of cellulite are well known and often described as the "mattress phenomenon" or "orange peel" effect. Symptoms of cellulite may include feelings of tightness and heaviness in the effected areas, particularly the legs. Tenderness of the skin may be apparent when the skin is pinched or massaged.

The areas involved are mainly the buttocks, thighs and to a lesser extent the upper arm, nape of the neck and lower part of the abdomen.

Cellulite is often classified into four stages:

STAGE 0:

The skin on the thighs and buttocks is smooth whether lying or standing. When the skin is pinched it may fold or form furrows but does not pit or bulge. This is the normal state.

STAGE 1:

The skin surface is smooth while lying or standing but the pinch test results in pitting, bulging or deformity. This is very common in most females.

STAGE 2:

The skin surface is smooth whilst lying down but when standing there is pitting, bulging and deformity.

STAGE 3:

The "mattress phenomenon" or "orange peel" effect is clearly visible whether lying or standing.

There are many cosmetic formulas and herbal preparations on the market that claim to be effective in treating cellulite. However, there is no scientific basis for the majority of these products. In addition some studies have shown they are no more effective than a placebo.

There are products that do have confirmed effects in managing cellulite. To be effective a product needs to enhance the connective tissue structures and help maintain the integrity of the skin as the thinning of the connective tissue structure is a major contribution to cellulite.

Action:

Centella Asiatica

An extract of *Centella asiatica* containing 70% triterpenic acids (Asiatic acid and asiaticoside) has demonstrated impressive clinical results when given orally in the treatment of cellulite.

In one study of 65 patients who had undergone other therapies without success over three months, very good results were produced in 58% of the patients and satisfactory in 20%. (Bourguignon et al, Gaz Med. Fr.82, 4579-4583). Other investigations have shown similar success rates around 80%.

Several studies have demonstrated that *Centella Asiatica* exerts a normalising action on the metabolism of connective tissue. Specifically it enhances connective tissue integrity by stimulating the manufacture of important structural components known as glycosaminoglycans (GAG's). GAG's are the major components of the ground substance in which collagen (the main protein of connective tissue and bone) fibres are embedded. The outcome is stronger connective tissue.

Centella Asiatica stimulates collagen synthesis. By this action the collagen turnover is increased improving skin tone, quality and integrity.

REFERENCES

1. Kartnig, T. *Clinical applications of Centella Asiatica (L) Urb. Herbs, Spices and Medicinal Plants* 3, (46-73) 1988.
2. Bonte et al, *Comparison of the activity of Asiaticoside and madecassoside in the synthesis of Collagen types I and II on human fibroblasts. Ann. Pharmaceutiques Francaises* 53, No1, p38-42, 1995.
3. Bourguignon et al *Study of the action of titrated extract of Centella Asiatica. Gaz. Med. Fr. 82, 4579-4583.*
4. Tenaillbau et al., *80 cases of cellulite treated with standard extract of Centella Asiatica. Quest Med.* 31, 1978.
5. Bonte et al, *Influence of Asiatic Acid, Madecassic Acid and Asiaticoside on Human Collagen I Synthesis. Planta Medica*, 60, 1994.
6. Castellani et al. *Centella Asiatica. Boll. Chim. Farm.* 120, 1981.
7. Periera et al *Treatment of Cellulite with Centella Asiatica. Farmacologica Clinica, F. Med.* 79(5): 401-405, 1979.
8. Dr Pierre-Jacques Bailly *Centella Asiatica a novel treatment for Cellulite. M.P.* 37, 1976.
9. Dr. J Sentenac *Efficacy of Centella Asiatica in the treatment of Cellulite.*

S. C. Pharma UK Ltd, P.O. Box 477, Bury St Edmunds, Suffolk IP33 3ZY
Tel: 01359 250091 Email: scpharma@aol.com
Fax: 01359 250091 Website: www.scpharma.com