

The New Science of Skincare

Product Datasheet:
Anti-Aging Formula

Optimizing Skin Climate

Bend Anti-Aging Formula is the ultimate solution for anti-aging skincare. Its mechanism of action also makes it an effective adjunct for treatment of dermatological conditions and improved recovery from cosmetic procedures.



Defend



Hydrate



Firm



Smooth

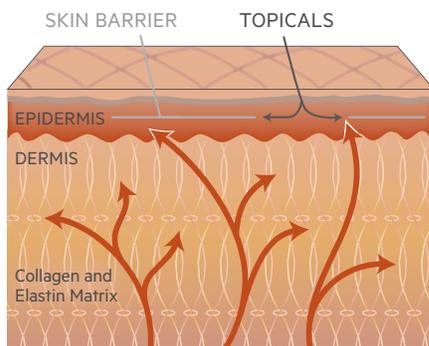


Protect



Transform your Skin from the Inside Out.

Topical skin treatments have limited penetration due to the epidermal barrier function. Bend Anti-Aging Formula overcomes this obstacle by delivering its six active ingredients via dermal blood supply. Although the epidermis does not have its own blood supply, it is nourished by dermal cells via a process of diffusion. Bend Anti-Aging Formula improves the skin climate by altering eicosanoid production, signalling pathways, cell membrane function, and reducing oxidative stress. This physiological shift improves skin function, repair, and resilience.



BEND ANTI-AGING FORMULA

The dermal layer contains tiny blood vessels which efficiently deliver Bend Beauty's six active ingredients to optimize the Skin Climate.

Clinically-Proven Ingredients Working in Synergy.

Bend Anti-Aging Formula provides clinically-proven ingredients working in a synergistic fashion. We've leveraged over 10 years of scientific research in this field to develop the first ever broad spectrum anti-aging skincare ingestible. Additionally, both our liquid and liquid-gel formats feature a unique lipid matrix that supports enhanced bioavailability of its constituents.

EPA An active form of omega-3 derived from fish oil. Primary regulator of inflammation in the body. Protects against UV damage.

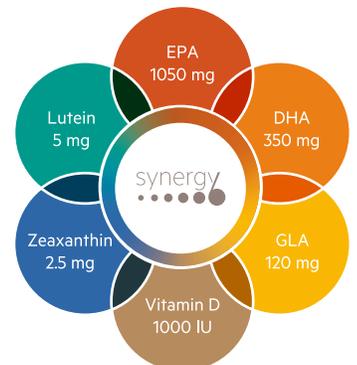
DHA An active form of omega-3 derived from fish oil. Improves skin cell membrane function.

GLA An omega-6 derived from the borage plant. Unique anti-inflammatory properties. Increases skin lipids.

Zeaxanthin An antioxidant derived from special strain of paprika. One of the most powerful absorbers of sunlight.

Lutein An antioxidant derived from marigold flowers. Similar properties to zeaxanthin.

Vitamin D Same form as produced in the skin when exposed to sunlight. Helps reduce skin inflammation.



Anti-Aging Formula

Product Science

Helps protect skin from UV damage

The long-chain omega-3 fatty acids, EPA and DHA found in fish oil, have been shown to reduce UV-induced skin sensitivity.¹ These fatty acids, particularly EPA, are thought to confer this benefit through attenuating oxidative tissue damage and lowering the production of inflammatory mediators.²⁻⁶ The antioxidants, lutein and zeaxanthin also increase the skin's natural defense against sunburn by protecting against UV-induced free radicals.⁷

Helps improve skin hydration

The skin acquires its nutrition from the blood. Therefore, it is essential to provide the skin with lipids that act directly in maintaining the stratum corneum's barrier function or that are precursors for these lipids. GLA, an omega-6 fatty acid, cannot be produced by the skin and it is necessary for optimal skin structure to improve skin hydration.⁸ The antioxidants lutein and zeaxanthin have been suggested to support the skin's barrier function through incorporation into corneocytes and intercellular lipids to increase barrier function reducing epidermal water loss.⁷

Helps improve roughness and redness associated with skin inflammation

Increasing your intake of EPA and DHA, long-chain omega-3 fatty acids, result in increases of these lipids in the skin. These fatty acids, particularly EPA, are metabolized into anti-inflammatory compounds in the skin, thereby reducing inflammation and associated redness and scaling. GLA, an omega-6 fatty acid, works to improve the structure and barrier function of the skin, which when compromised, may appear as redness and irritation. GLA also acts in an anti-inflammatory mechanism as it converted to dihomo-GLA (DGLA) which is metabolized into anti-inflammatory compounds that help restore the skin to an uninfamed state.⁸

Helps improve elasticity and firmness

The carotenoids, lutein and zeaxanthin as well as essential fatty acids EPA, DHA and GLA have been found to improve skin elasticity and firmness. Lutein and zeaxanthin's mechanism is thought to be related to their incorporation into the membranes of corneocytes and intercellular lipids effecting the skin's plasticity.⁷ As we age there is an increase in chronic inflammation and free radical levels in the skin. This damage is attenuated by the anti-inflammatory properties of the omega-3 fatty acids EPA and DHA as well as the omega-6 fatty acid GLA.

Provides antioxidants for skin health

Carotenoids play an important role as antioxidants protecting the skin against free radicals formed by environmental and physiological stressors.⁹ They cannot be synthesized by the body and therefore must be supplied by external means such as diet. Lutein and zeaxanthin have been shown to have a positive effect on skin oxidation, thus providing evidence of their antioxidant capacity in the skin.⁷

REFERENCES

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Product Details

Contains: Fish

Caution: This product is not intended to replace the use of topical sunscreen. Spending time in the sun increases your risk of sunburn, skin cancer and early skin aging.

Contraindications: none

Allergen statement: Do not consume if you have a known allergy to any listed ingredients.

200 ml Liquid – NPN 80056197

Medicinal Ingredients Ingrédients médicinaux

Serving size 1 tsp. (5 ml) / Portion de 1 c. à thé (5 ml)
Servings per container 40 / Portions par contenant 40

| | Amount / Teneur |
|---|----------------------|
| Fish oil / Huile de poisson (anchovies, sardines, mackerel and/or herring anchois, sardines, maquereaux et/ou harengs) | 3.80 g |
| Borage oil / Huile de bourrache | 0.65 g |
| Vitamin D3 / Vitamine D3 | 25 µg / 1000 IU / UI |
| Total(e) EPA + DHA | 1400 mg |
| EPA | 1050 mg |
| DHA | 350 mg |
| GLA | 120 mg |
| Lutein / Lutéine (marigold flower extract / extrait de fleur de souci) | 5 mg |
| Zeaxanthin / Zéaxanthine (extract / extrait de <i>Capsicum annuum</i>) | 2.5 mg |

How to use: Shake. Take 1 tsp. daily. Refrigerate after opening and use within 100 days. Do not use if safety seal is broken or missing. For adults 19+

Non-medicinal ingredients: flavours (natural source), olive oil, sunflower oil, phospholipids, tocopherols (derived from non-GMO soy), canola oil, ascorbyl palmitate, medium chain triglycerides, monk fruit extract, ascorbic acid.

120 Softgel – NPN 80077254

Supplement facts / Valeur nutritive

Serving size 4 softgels / Portion de 4 gélules
Servings per container 30 / Portions par contenant 30

| Amount Teneur | Per 1 softgel Par 1 gélule | Per serving Par portion |
|--|-------------------------------|----------------------------|
| Fish oil / Huile de poisson (anchovies, sardines and/or mackerel / anchois, sardines et/ou maquereau) | 0.47 g | 1.88 g |
| Borage oil / Huile de bourrache | 0.17 g | 0.68 g |
| Vitamin D3 | 250 IU/UI | 1000 IU/UI |
| Vitamine D3 | 6.25 µg | 25 µg |
| Total(e) EPA+DHA | 350 mg | 1400 mg |
| EPA | 262.5 mg | 1050 mg |
| DHA | 87.5 mg | 350 mg |
| GLA | 30 mg | 120 mg |
| Lutein / Lutéine (marigold flower extract / extrait de fleur de souci) | 1.25 mg | 5 mg |
| Zeaxanthin / Zéaxanthine (extract / extrait de <i>Capsicum annuum</i>) | 0.63 mg | 2.5 mg |

How to use: Take 4 softgels daily. Do not use if safety seal is broken or missing. For adults 19+.

Non-medicinal ingredients: capsule shell (gelatin, glycerin, purified water), beeswax, sunflower lecithin, flavour (natural source), sunflower oil, safflower oil, tocopherols (derived from non-GMO soy), medium chain triglycerides.

bend
BEAUTY

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