



OSKIA  
L O N D O N

THE NEW  
**CITYLIFE™ RANGE**

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GET YOUR SKIN CITY READY



92% of the World's population live in places where air pollution levels exceed the recommended limits set by the World Health Organisation. Pollution causes major health issues, including long & short term skin damage.



## WHY?

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City life, fun though it is, exposes us constantly to particularly high levels of air pollution. This starts from the moment we wake, taking in our daily commute, exercising or just enjoying a coffee outside, through to less obvious sources such as air conditioning, office life, even cooking and cleaning, meaning our skin is constantly exposed to the damage caused by indoor and outdoor pollution. The average home or office contains 60,000 different chemicals. The mixture of airborne particulate matter, VOCs and free radicals make the surface of skin dull and lustre-lacking, but more importantly causes major skin damage deeper in the epidermis, accelerating the ageing process and specifically causing hyper-pigmentation, loss of elasticity, increased wrinkles, the breakdown of the lipid barrier, hyper-sensitivity and inflammation.

## HOW?

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Uniquely formulated to target very specific pollutants, including Ozone, PM 1 $\mu$ m (Particulate Matter of 1 micron or larger), Singlet Oxygen, Peroxyl, Hydroxyl & Halogenated free radicals, nickel, iron and other heavy metals. The formulation and continuous testing process has taken 2 years to perfect. The range also offers many broader skin health & beauty benefits including potent anti-oxidant protection so skin can better withstand the impact of an urban environment, as well as key nutrients to improve skin cell health and targeted anti-ageing actives.

## WHO IS IT FOR?

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Everyone. The CityLife Range is not age or skin type specific. It is lifestyle specific and suitable for all ages and all skins.

## BACKGROUND

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Six years ago we started formulating a highly anti-oxidant product aimed at smokers. It's often presumed that just by combining multiple anti-oxidants a product will itself have an enhanced anti-oxidant effect. In fact, that couldn't be further from the truth and more often than not, products become pro-oxidant – as clinical trials proved our initial product to be. Fast forward a few years...Major advances in natural cosmetology, micro-encapsulation and years of trial and error in our own laboratory have finally resulted in a successful formulation that offers unrivalled protection. Crucially, we are now able to harness highly technical ingredients that have only been developed very recently, enabling the range to demonstrate such powerful benefits.

*"If at first you don't succeed, try, try again".*

## THE CLINICALS

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Clinically proven in extensive independent trials to protect against Singlet oxygen, Peroxyl, Hydroxyl & Halogenated free radicals, Nickel and other heavy metals, Ozone & PM 1 $\mu$ m.  
All clinical trials are available on request.

# KEY INGREDIENTS

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OSKIA's actives are cleverly micro-encapsulated, singularly or in blends, for increased stability, protection, dermal transfer & bio-availability. They are designed to work in synergy, not against each other, to provide unrivalled clinical results. The CITYLIFE BOOSTER's formula took 2 years of development and rigorous testing to perfect.

**EUK-134** - A remarkable self-regenerating Manganese molecule that combines destructive rogue hydrogen & oxygen free-radicals and turns them into water. It protects against toxic effects of free radicals by mimicking superoxide dismutase (SOD) and catalase activities. It scavenges Superoxide free radicals, eliminates Hydrogen Peroxide ( $H_2O_2$ ) and transforms ROS into water and Oxygen. Regenerates itself for 24hour protection. Also prevents the formation of UV induced TT Dimer and Peroxide Lipids, which can also have a beneficial effect against UV induced cellular damage. Ground-breaking technology and the most valuable mineral active to date costing £20K/gramme.

**O3 YEAST LYSATE** - Proven to protect DNA and natural lipid barrier against Ozone. Also reduces fine lines.

**ASTAXANTHIN** - Anti-oxidant 550 times more powerful than Vitamin E and 6,000 times more powerful than Vitamin C.

**CAMELLIA JAPVONICA** - From Korea, reduces heavy metal-induced oxidative stress. Protects against arsenic, cadmium, lead, nickel (found in Particulate Matter pM & VOC). Also increases dermal density to firm and reduce fine lines, increases hydration and reduces inflammation.

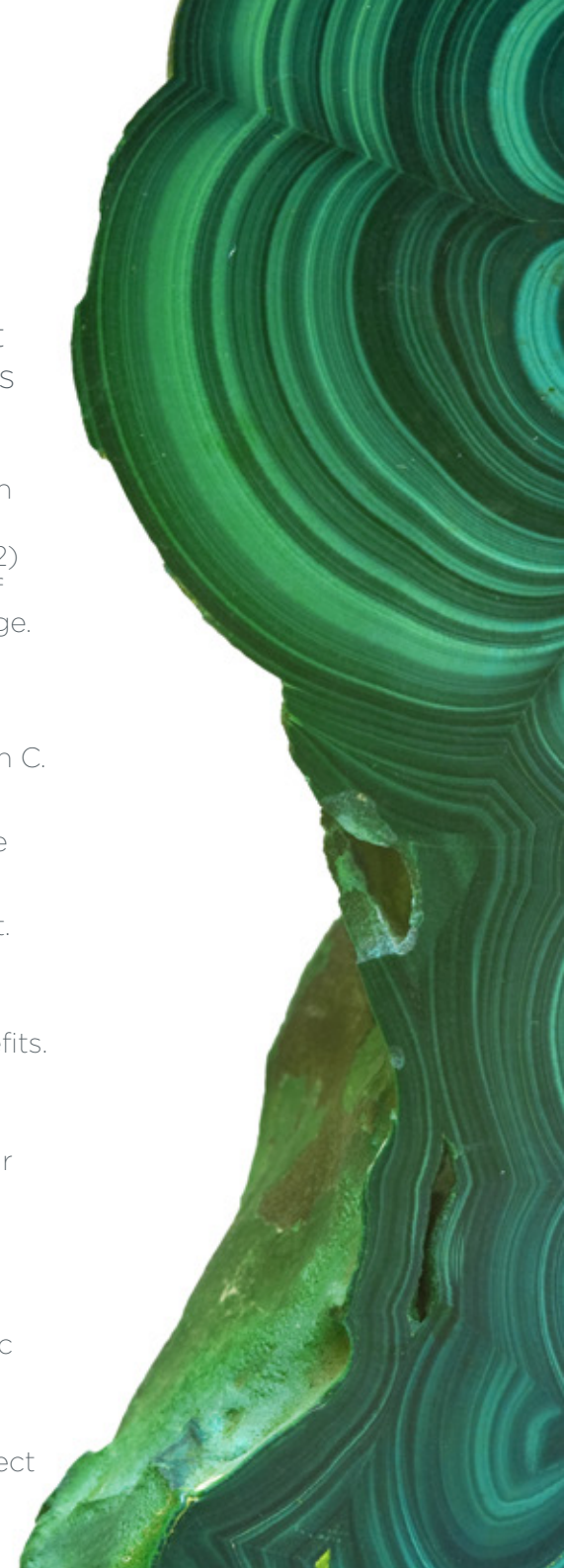
**CO-ENZYME Q10** - Enzymatic co-factor (for a variety of enzymatic processes). Free radical scavenger/Anti-oxidant. Also has a major role in controlling cell membrane dynamics, which play an important role in protecting cellular integrity from external pollutants.

**SODIUM ASCORBYL PHOSPHATE (VIT C)** - Extreme anti-oxidant capacity and well documented skin health benefits. Has skin firming properties due to fibroblast generation, which reduces skin permeability. Chelates heavy metals to prevent absorption.

**NIACINAMIDE (VIT B3)** - Increases epidermal production of ceramides and also skin barrier layer proteins and their precursors (keratin, involucrin, filaggrin), leading to improved barrier function and pore reduction preventing pM (Particulate Matter) from absorbing through the epidermis. Also a proven anti-inflammatory and has anti-oxidant capabilities.

**MSM** - Helps protect the skin against atmospheric pollution by supporting the skin's protective barrier, structural integrity and reduces permeability of skin, which can help protect the skin against absorption of particulate, metallic and chemical pollutants. Also helps reduce the appearance of fine lines & wrinkles. A smoother skin surface is less likely to trap microscopic particles of atmospheric pollution.

**SMITHSONITE** - Chelates heavy metals found in VOC and PM (from industry and exhausts). Also anti-glycation effect and protects DNA.





# A FEW KEY POLLUTANTS

**VOC** – Volatile Organic Compounds – organic chemicals that have a very high vapour pressure or low boiling point at room temperature which causes large numbers of molecules to evaporate from the liquid or solid form and enter the surrounding air, a trait known as volatility. For example, formaldehyde, which evaporates from paint, has a boiling point of only  $-19^{\circ}\text{C}$  ( $-2^{\circ}\text{F}$ ). VOCs can be natural or human-made and include most scents and vapours. Not all are bad – natural VOCs play an important role in communication between plants and messages from plants to animals.

**PM** – Particulate Matter – is microscopic solid or liquid matter suspended in the Earth's atmosphere. Sources of particulate matter can be man-made or natural. They have impacts on climate and precipitation that adversely affect human health. Subtypes of atmospheric particulate matter include suspended particulate matter (SPM), thoracic and respirable particles, inhalable coarse particles, which are particles with a diameter between 2.5 and 10 micrometres ( $\mu\text{m}$ ) ( $\text{PM}_{10}$ ), fine particles with a diameter of  $2.5\mu\text{m}$  or less ( $\text{PM}_{2.5}$ ), ultrafine particles, and soot. They can have serious health effect on the lungs and can travel around the blood system unchecked contributing to cancer and heart damage. The greatest sources are industry and car exhausts. For skin health, PM below  $2.5\mu\text{m}$  can enter the skin's pores and cause cellular damage and inflammation. OSKIA's CityLife range protects against even the smallest particles of  $1\mu\text{m}$  ( $\text{PM}_1$ ) and upwards.

**OZONE** Not the 'good' protective ozone in the upper atmospheric layers, but the 'bad' man made ozone that appears at ground level – also known as 'smog' – created by chemical reactions between oxides of nitrogen ( $\text{NOx}$ ) and volatile organic compounds (VOC) in the presence of sunlight.

**CIGARETTE SMOKE** contains about 4000 different substances, 40 of which are carcinogen.

**HEAVY METALS** – Primarily from car exhausts, industry or man-made products including paint. These include zinc, copper, lead and in smaller amounts other metals such as nickel and cadmium. These can enter the skin through pores and cause cellular & DNA damage.

**POLYCYCLIC AROMATIC HYDROCARBONS (PAHS)** – a class of several hundred organic compounds formed during natural processes such as burning of organic materials including coal and wood, and released during industrial activities such as metals production in plants and foundries, waste incineration, mining or oil refining. Chemical constituents of soot are commonly found in underground trains and subways. These can enter the skin through pores and cause cellular & DNA damage.

All types of free radicals deplete the skin's own natural anti-oxidants and attack skin cells themselves. They cause oxidation and the break down of the acid mantle and lipid barrier, causing inflammation, DNA & cellular damage including collagen degradation, hyper-pigmentation and general skin damage and increased sensitivities.

- **HALOGENATED FREE RADICALS** – Bleach, Chlorine, Industrial Chemicals, Preservatives, Insecticides, Pesticides, Refrigerants, Disinfectants, Cleaning agents, CFC aerosol propellants, Flame retardants, Combustion of plastics and other chemicals, Combustion of fossil fuels, Dry cleaning solvents.
- **HYDROXYL RADICALS** – formed when the sun's UV rays react atmospheric oxygen with hydrogen. The same can happen when thunderstorms release enough energy to form these powerful and short lived free radicals. Electrical equipment can also generate hydroxyl radicals. Even though short lived, these radicals can be very damaging due to their high reactivity.
- **PEROXYL RADICALS** – Occur in the environment when pollution caused by volatile chemicals or incomplete combustion are broken down by the sun's UV radiation in the atmosphere. These free radicals are very active and damaging to the human body. Peroxyl radicals are found in particularly high volumes in urban areas where there are high concentrations of motor vehicles, fossil fuel combustion and industrial processes.
- **SINGLET OXYGEN RADICALS** are formed by ozone in the presence of electrical (lightning) storms or in the presence of electrical equipment. For example on the underground metro or around heavy electrical discharges. Other sources are: Hypochlorite Bleach, Peroxide, Organic peroxides, Disinfectants, Herbicides, Pesticides, Iron particulate pollution.
- **NITROGEN OXIDES (NOX)** – One of the most prominent air pollutants, expelled from high temperature combustion. Causes inflammation and attacks the skin's own anti-oxidants.

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## CITYLIFE BOOSTER

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### INTENSE ANTI-POLLUTION DEFENCE CONCENTRATE

*Clinically-Proven*

An intense concentrated booster clinically-proven to protect skin against indoor and outdoor pollution, including Singlet oxygen, Peroxyl, Hydroxyl & Halogenated free radicals, Ozone, Nickel, Iron & PM 1µm.

£110 - 12ml

## CITYLIFE FACIAL MIST

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### ANTI-POLLUTION BEAUTIFYING MIST

*Protect, Plump, Hydrate, Refresh*

A protecting facial mist that instantly hydrates, refreshes and helps protect against indoor and outdoor pollution and free-radical damage throughout the day.

£48 - 80ml

## CITYLIFE CLEANSING CONCENTRATE

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### VELVET FOAMING ANTI-POLLUTION GEL CLEANSER

*Detox, Anti-Oxidant, Clean + Calm*

A refreshing and gentle cleansing concentrate for environmentally stressed complexions.

Leaves skin pollutant and makeup free, fresh, calm and pH balanced.

£36 - 40ml

## CITYLIFE I-ZONE BALM

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### ANTI-POLLUTION NUTRI-BALM FOR EYE & LIP ZONES

*Protect, Plump, Firm*

A highly protective, nourishing anti-ageing balm designed to help protect the entire eye orbital, lip and upper lip zones (and any other areas in need of special protection) from the negative effects of indoor and outdoor pollution.

£55 - 20ml

TO FOLLOW IN OCTOBER 2017...

**CITYLIFE SUPPLEMENT and CITYLIFE DETOX MASK**

# CITYLIFE BOOSTER

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## INTENSE ANTI-POLLUTION DEFENCE CONCENTRATE

### Clinically-Proven

**Protects the skin against 98% of PM 1  $\mu\text{m}$  \***  
**Reduces free-radicals by up to 97.7% \***

An intense concentrated booster clinically-proven to protect skin against indoor and outdoor pollution, including Singlet oxygen, Peroxyl, Hydroxyl & Halogenated free radicals, heavy metals, Ozone & PM 1  $\mu\text{m}$ .

Our micro-encapsulated blends of **Astaxanthin & Malachite, Co-Enzyme Q10, Vitamins B3, C & E, O3 Yeast Lysate, EUK-134, Smithsonite & Camellia Japonica** work in synergy to provide a defence against multiple free-radicals, Ozone, Particulate Matter, smoke and airborne metals that can cause inflammation, loss of elasticity, excess pigmentation and dark spots and reduced cellular activity.

**Directions for Use:** Add 1 drop of Concentrate to 3 drops of your usual skincare product. Blend in the palm of your hand and massage evenly into skin.

**Caution:** This is a highly concentrated product and must be blended before application. Do not apply neat. Do not exceed the suggested dose.

*\*Independent clinical trials 2017.*

*Suitable for: all ages, all skins.*

### NUTRITIONAL FACTS

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#### Vitamins

Vitamin A (Retinol Palmitate)  
Vitamin B3 (Niacinamide)  
Vitamin B5 (Panthenol)  
Vitamin C (Ascorbyl Tetraisopalmitate)  
Vitamin C (Sodium Ascorbyl Phosphate)  
Vitamin E (Tocopherol)

#### Minerals

Malachite

Smithsonite  
Sulphur (MSM)  
Zinc

#### Additional bio-actives

Ubiquinone (Co-Enzyme Q10)  
Camellia Japonica  
Astaxanthin  
Lipids





# YOUR CITYLIFE™ POCKET ROCKET

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Clinically-proven to protect your skin against:

**98% of PM (Particulate Matter)**  
**Up to 97.7% of free-radical activity\*†**

Also protects against heavy metalals,  
including nickel, and ozone

\* Including Singlet Oxygen, Peroxyl, Hydroxyl & Halogenated  
free radicals.

† Independent Clinical Trials 2017.

Particulate  
Matter  
Study  
(smog)





# CITYLIFE FACIAL MIST

## ANTI-POLLUTION BEAUTIFYING MIST

Protect, Plump, Hydrate, Refresh

A protecting facial mist that instantly hydrates, refreshes and helps protect against indoor and outdoor pollution as well as free-radical damage throughout the day. The non-film-forming formula chelates pollutants on the surface of the skin and prevents them from penetrating further into the epidermis.

Our micro-encapsulated blends of **Astaxanthin & Malachite, Co-Enzyme Q10, Vitamin C & B3, O3 Yeast Lysate, EUK-134, Smithsonian & Camellia Japonica** work in synergy to protect against indoor and outdoor pollution and improve & brighten skin. Low molecular hyaluronic acid plumps & hydrates. **Neroli & Basil oil** help relieve tension associated with city living.

**Directions for Use:** Shake before use. Close eyes and spray mist directly onto face or onto a cotton pad and swipe across face. Use a toner, over makeup and when out and about to protect skin.

Alcohol-free.

*Suitable for: all ages, all skins*

### NUTRITIONAL FACTS

#### Vitamins

Vitamin B3 (Niacinamide)  
Vitamin C (Sodium Ascorbyl Phosphate)  
Vitamin C (Ascorbyl Tetraisopalmitate)  
Vitamin E (Tocopherol)

#### Minerals

Sulphur (MSM)  
Smithsonite (Zinc)  
Manganese  
Malachite

#### Protein

O3 stressed yeast

#### Lipids

Liposome

#### Additional Bio-Actives

Coenzyme Q10  
Astaxanthin  
Hyaluronic Acid  
Camellia Japonica

ACTIVE  
FORMULA  
0% Alcohol



# CITYLIFE CLEANSING CONCENTRATE

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## VELVET FOAMING ANTI-POLLUTION GEL CLEANSER

### Detox, Anti-Oxidant, Clean + Calm

A refreshing and gentle cleansing concentrate for environmentally stressed complexions. Leaves skin pollutant and makeup free, fresh, calm and pH balanced.

**Vitamin F & Aquacacteen**, a refined cactus stem cell elixir, calm, hydrate & protect irritated skin. **Willow Bark** extract & **Phytic Acid** gently exfoliate. **Malachite**, rich in copper, protects against environmental oxidative stress and detoxifies. **Vitamin A, C & E** boost skin health & protect. **MSM**, the most bio-available form of sulphur, **Eucalyptus** & **Lavender** soothe. **Pro Vitamin B5** conditions.

**pH: 5.5.**

**Directions for Use:** Mix a pea sized amount with warm water and massage into a velvety soft lather into skin. Rinse.

**Cautions:** Avoid contact with eyes. If contact occurs, rinse with warm water. *Suitable for: all ages, particularly suited to oily skin types.*

### NUTRITIONAL FACTS

#### Vitamins

Vitamin A (Retinol Palmitate)  
Vitamin B3 (Niacinamide)  
Vitamin B5 (Panthenol)  
Vitamin C (Ascorbyl Phosphate)  
Vitamin E (Tocopherol)  
Vitamin F

#### Protein

Sulphur (MSM)  
Malachite

#### Additional Bio-actives

Aquacacteen  
Eucalyptus  
Lavender  
Willow Bark Extract  
Moringa Seed Extract





# CITYLIFE I-ZONE BALM

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## ANTI-POLLUTION NUTRI-BALM FOR EYE & LIP ZONES

### Protect, Plump, Firm

A highly protective, nourishing anti-ageing balm designed to help protect the entire eye orbital, lip and upper lip zones (and any other areas in need of special protection) from the harmful effects of indoor and outdoor pollution.

**Astaxanthin & Tocopherol** (Vitamin E) provide extreme anti-oxidant protection against pollution and free-radical damage. Retinol (**Vitamin A**) Palmitate helps reduce fine lines, wrinkles and sun damage. **Collageneer®** (a patented active from White Lupin) helps firm, contour and lift. **Avocado oil** enriches the protective lipid barrier. Light diffusing **Mica** helps visibly enliven.

**Directions for Use:** Apply to entire eye orbital, lip and upper lip zones, and any other areas in need of special protection.

### NUTRITIONAL FACTS

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#### Vitamins

Vitamin A (Retinyl Palmitate)  
Vitamin E (Tocopherol)

#### Minerals

Magnesium (from avocado)  
Silica

#### Lipids

Omega 6  
Omega 9

#### Additional Bio Actives

Astaxanthin  
Collageneer  
Avocado





# FAQ

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## **WHY IS THE CITYLIFE BOOSTER DARK AMBER IN COLOUR?**

Anti-oxidants are dark in colour. They are what gives highly anti-oxidant fruit and vegetables their deep or bright colour. The CityLife Booster is a highly concentrated product, hence the very dark colour. I would question any product claiming to be highly anti-oxidant that is without colour.

## **WHAT PRODUCTS CAN I USE THE CITYLIFE BOOSTER WITH?**

All and any! Oils, BBB, moisturisers, foundation, serums, gels, toners. I wanted a product that you can add to all your current skincare products, not one to replace any.

## **WHY CAN'T I USE THE CITYLIFE BOOSTER NEAT?**

It is a highly concentrated product and designed to be mixed. In its neat form, the pH is not suitable for skin. Once mixed, the pH reaches a perfect balance.

## **WHY DO I HAVE TO USE 1 PER 3 PARTS OF THE CITYLIFE BOOSTER TO A NORMAL PRODUCT?**

Our clinical trials have shown that this proportion brings the best results. Anything more or less does not provide the highest levels of protection. This ratio means the CityLife Booster will pair with and last alongside a typically-sized moisturiser or serum.

## **WHY WAS THE CITYLIFE BOOSTER SO DIFFICULT TO FORMULATE?**

This product took 6 years to formulate and perfect. Why did it take so long? I tried to produce it 6 years ago but the science was just not there. It's assumed that combining anti-oxidant ingredients or free-radical scavengers provides an enhanced effect. That couldn't be further from the truth and more often than not, products become pro-oxidant which cause major skin damage. Anti-oxidants naturally fight against each other, so we had to find a way of using a combination of very, very high concentrations of different types of scavengers, anti-oxidants and metal chelators that didn't fight against each other, but worked in synergy. We spent 2 years perfecting a micro-encapsulation technique that allowed us to do this, to combine and separate the relevant ingredients at different combinations, then we tested and tested. No easy task! But the clinical results speak for themselves and we are thrilled that all the time and effort we've put in has produced a first of-its-kind range that delivers exceptional protection.

## **IS THE CITYLIFE RANGE ONLY SUITABLE FOR URBAN LIVING?**

No, the range will protect from agricultural pollution and indoor pollution, whether you live in the country or the city.

## **USP**

- **First clinically-proven anti-pollution product on the market.**
- **Offers free radical protection by up to 97.7%.**
- **98% reduction in damage caused by air-borne particulate pollution above  $\text{pM } 1\mu\text{m}$  (smaller than  $2.5\mu\text{M}$ ).**
- **Formulation took 2 years of repeat clinical testing for optimum results.**
- **All natural.**

