



## **Beauty Minerals at ALPENCOSMED® Dead Sea Salt Line of Products**

### **Magnesium (Mg)**

**Magnesium concentrations found in the Dead Sea are fifteen times higher than salts in other seas and are essential for cell metabolism. Magnesium supposedly affects the ripening of skin cells of psoriasis patients. Moreover, in cases of bronchi, Magnesium works as anti-allergic agent. It can help reduce small wrinkles.**

**Magnesium in the skin layer: Magnesium is absorbed easily through the skin layer. At the Dead Sea the concentration of the magnesium salts is ten times higher than in any other seawater. The Dead Sea's abundance of magnesium rapidly heals and soothes the skin, prevents redness, itching and irritations, which are the skin's reaction to allergies.**

**Magnesium penetrates through the living skin layers and assists in the metabolic process, in circulation of the oxygen through the blood and in the intercellular neural transmission. It strengthens the cell membranes and helps in repair of damage to the cell nucleus. Magnesium helps the skin to combat aggressions by giving energy, which activates the cells and the immune system.**

### **Potassium (K)**

**Potassium is a basic element of the human body. It regulates the water balance of the skin, strengthens its defense mechanism and is anti-inflammatory.**

**Potassium in the skin layer: maintains a suitable level of acidity. It balances the transfer of fluids in the cells and maintains a high level of moisture in the skin. It introduces nutrients into the cell membranes and participates in the protein synthesis. It helps to neutralize free radicals and to calm acne outbreaks**

### **Bromine (Br)**

**Bromine is necessary for the production of the cyclic hormone AMP that regulates the regeneration of the skin and ensures the normalization of the skin's peeling process. It has an extreme soothing effect on the skin and the entire organism.**

**Bromine helps to relieve stress in the skin and indirectly soothes sensitivities.**

### **Calcium (Ca)**

**Calcium has an anti-allergic, itch-relieving effect and relieves the sensitive skin. It prevents infections and supports the skin balance.**

**Calcium in the skin layer - constitutes a central factor in the cell division and renewal process, from the layer of the dermis to the epidermis, through creation of protein kinase C enzymes (PKC). Normal cell division gives the skin flexibility and a fresh appearance**



### **Sulfur (S)**

Helps maintain healthy hair, nails, and skin. It also prevents dermatitis, eczema, and psoriasis.

Sulfur earned the title "the beauty mineral" by virtue of its contribution to the cell renewal process. It helps the cells to rise to the top skin layer and allows forming of a new layer of cells. Sulfur, as an antiseptic substance that kills bacteria and fungus, tells the skin to combat diseases such as dandruff, eczema, psoriasis and various inflammations. In addition, sulfur must be present for the skin to create collagen, which contributes to smoothness and softness of the skin.

### **Zinc (Zn)**

Zinc aids in the formation of collagen. It helps prevent hair loss, dry skin and promotes blemish healing.

### **Strontium (Sr)**

It has effective properties for prevention of itchiness, reduces signs of skin irritations and inflammation.

### **Boron (B)**

Boron helps to channel the hormone functions in the skin, particularly estrogen and testosterone. A boron deficiency weakens the cell membranes.

### **Lithium (L)**

It relieves skin diseases such as psoriasis, helps to prolong cell life and maintains the nervous system health in the short and the long-term.

### **Sodium (Na)**

Maintains osmotic balance of fluids outside the cells, improves the metabolism in the cells. It allows penetration of water to the skin and increases the flexibility. An essential mineral for healing dry skin condition.

### **Phosphorus (P)**

Phosphorus participates in protein production. Therefore, it is essential for creation of new cells. This mineral is important and essential for all proper functioning of the skin system starting from creation of energy for the cells, the metabolic process and principally the capacity for self-repair of cells damaged because of external aggressions.