



ZENITECH®

Why Cranberry Oil?

Origin:

USA

**INCI
Nomenclature:**

Vaccinium Macrocarpon (Cranberry) Seed Oil

Cranberry oil is relatively new to the skin care industry but has received a lot recognition for its unique natural balance of omega 3, 6 & 9 not found in any other oil and high content of natural antioxidants. This exceptional oil aids in the absorption and utilization of essential fatty acids in the skin and is said to moisturize the skin like no other oil. The oil is rich in tocotrienols (vitamin E), is light and non-greasy on the skin and easily penetrates the skin. Use cranberry seed oil in moisturizing lip balms, mother-to-be belly balms, creams, lotions, face and under eye creams etc. This oil may aid in the relief of itchy, scaly, irritated skin conditions such as eczema and psoriasis.

Cranberry oil is the most unsaturated oil on the market, meaning that it has the most moisturizing properties of any oil. Cranberry oil is unique, because when combined with its naturally high antioxidant properties, it is a stable oil with astounding properties. Cranberry oil is the only oil with a naturally balanced 1:1 Omega3 and Omega6 profile. This type of profile is critically important for absorption and utilization of essential fatty acids in the skin. Research has shown that high concentration of Omega3 feed your skin. But when combined with a balanced Omega6 profile, the absorption and utilization of omega3 is dramatically enhanced. There is not a single other oil on the market that can provide a 1:1 balanced Omega profile.

Antioxidants are the main ammunition that you can provide your body to minimize the attack on your body. Antioxidant supplements, and food rich in antioxidants such as blueberry, cranberry, strawberry, grape, and raspberry, all provide your body with important defense mechanisms. Research is suggesting that cancers are initiated by these free-radicals that overpower and mutate the cell. Antioxidants that you eat can make it to the skin, but the skin is one organ that is constantly bombarded by free-radical pollution. Skin 'ages' upon continued exposure of free radicals produced by the sun, environment, and pollution. Skin that is protected from the elements will remain younger and more beautiful. This was demonstrated by nuns in the monestaries, who had perfect, young looking skin because it was shielded and protected for decades. As opposed to hiding our faces, we can utilize skin care products that naturally protect our skin by putting a powerful barrier between the skin and the elements.

The importance of Omega-3 nutrition for healthy skin cannot be overemphasized, but is rarely highlighted. The body cannot produce Omega-3 essential fatty acids, so they must be supplied by the diet. Most diets however, include a majority of processed foods that are very low in Omega-3. Most Omega-3 is stripped from the food to increase shelf life, at the sacrifice for nutrition. The importance of Omega3 nutrition is becoming vitally important. Recent research estimates that 24% of the population has deficiencies in Omega-3 nutrition, and that a majority of breast cancer biopsies report Omega-3 deficiency in the tissue. Skin deficiencies have also been recorded, with links to atopic dermatitis skin problems like eczema. The testimonial benefits we've been receiving from clients with eczema have proven that the cranberry oil is doing its job and improving the health and protection of the skin.