

GH3-REJUV Crème

A Sad Story with *A Happy Ending*

Hello! My name is Dr. M. I must remain anonymous due to a business agreement I have concerning the past sale of my vitamin company that I owned for years. It will be great when I can once again tell you who I am.

NuCell Formulas

NuCell Formulas is a wonderful, caring company, dedicated to providing you with skin-care formulas that contain the finest, most expensive, soothing, nourishing, moisturizing and beautifying ingredients known to science.

Your Skin Has A Secret

This secret is that, even though you may be concerned about your aging appearance and, therefore, take a lot of vitamins, it doesn't mean your skin isn't prematurely aging, nor does it mean that your present skin-care products aren't doing more harm than good regarding keeping your skin looking young and beautiful. Ever see a beautiful movie star who looks years younger than her age and ask yourself, "What do the movie stars know that I don't know?"

There are many hidden secrets in the cosmetic industry that, if you knew them, would cause you to immediately go to your drawers and shelves of existing cosmetics and dump them into the trash. We will be exposing these secrets in upcoming letters.

Some People Just Have the "Knack"

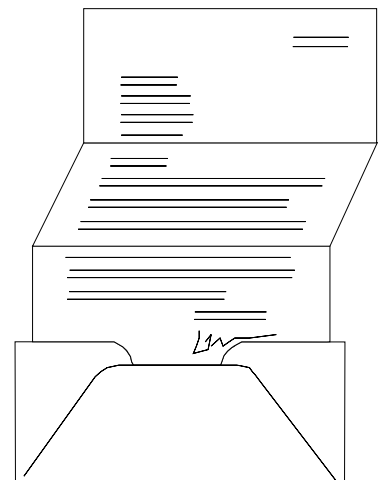
I have always had a "knack" for meeting interesting people with little-known discoveries that are simply amazing. I believe it is because I am truly dedicated to helping others live longer, happier, healthier lives. A big part of that is helping you look and feel younger!

Amazing Anti-Aging Discoveries

Did you know that seemingly ordinary people often make amazing longevity discoveries, but their discoveries never "see the light of day" because they don't have the funds (nor expertise) to successfully market them? Sometimes their ideas are simply purchased by major companies who are only interested in suppressing the knowledge because the new idea would render their currently popular product obsolete.

Well, I am in touch with a very shy genius who has the ability to create formulas that amaze even me, and that is saying something, because I have been in business for almost 30 years and have seen a lot of products being marketed with a lot of hype.

His name is L.B. He recently brought me an amazing anti-aging wrinkle crème formula that is the absolute best skin-care formula on the market. Before I tell you about it, please read his letter. The story that L.B. told me really irritated me and I wanted him to re-tell it in print, so you can understand how hard it is for a regular guy to succeed today.



Dear Reader:

I am just a regular guy who understands chemistry and who has an innate ability to create formulas, whether vitamin or skin-care related, that are potent, get the intended results and are unlike anything available off the shelf. I have also had a lot of bad business experiences. My expertise is in research and development, not in running a business. In the past, I have been attracted to a lot of people who have done nothing but take advantage of me. My problem is that I trust that people will do what they say. I am happy to announce that Dr. M., owner of NuCell Formulas, is just that kind of guy: one you can trust to do what he says.

The development of **GH3-REJUV Crème** came about as a result of working with a new skin care company in Scottsdale, AZ.

I walked into the offices of the struggling company and spoke with the owner, stating that I would expand their business if they agreed to market my anti-aging wrinkle crème. They agreed to pay me a 10% royalty and commission on sales. I promptly went to work.

What skin-care product users do not realize is that **most products contain synthetic chemicals and oils**, which are used for moisturizing. The companies use synthetic chemicals and oils because they are cheap. Cost consideration is everything to these big companies.

I do not have *any* synthetic chemicals nor oils in **GH3-REJUV Crème** because they **stay on the surface of the skin and clog the skin pores**. This means they prevent skin from breathing. Your skin may feel moisturized, but you are being fooled by the thin film lying on the surface. Oil is not really a natural moisturizer, nor is it a good one. It works by blocking exposure to the outside air. Plus, it is very susceptible to oxidation. You can see the destruction done by oxidation when you see rust on metals; the oxidative process corrodes your property and it deteriorates. So you obviously want to **prevent your skin from oxidizing** and similarly deteriorating. Oxidation is what causes aging. **Excessive oxidation means premature aging!**

In my research, I found that some great ingredients are alpha-lipoic acid, DMAE and Ester-C (buffered vitamin C); however, I also discovered that **only a small percentage of these nutrients are in the off-the-shelf skin products purchased by consumers**. The reason? You guessed it: cost considerations discourage the use of these costlier ingredients while encouraging the use of cheaper but ineffective ingredients.

Without regard to cost considerations, I developed an anti-aging wrinkle crème with higher levels of these important nutrients, and more. In addition, I added Carnosine, which has the remarkable ability to rejuvenate cells.

I had the company send several samples to important, discerning customers. Within a few days, most sample recipients responded very favorably. They loved the anti-aging wrinkle crème and wanted to know how to purchase it! Cost was not a consideration. They liked what it was doing for their skin and wanted more!

Several people had **amazing results**. One said that his **skin cancer** was much improved. Others said that **skin problems** they had for years had cleared. I remember our receptionist had applied the anti-aging skin product to a **canker sore** in the morning and it was gone in the afternoon! Another person said that she used it on her **sore joints** and had remarkable improvement in just a couple days!

Well, a few days had passed so I asked the owner of the company if she had my royalty agreement as promised. She said “No, but you will have it a few days.” A week went by and still no royalty agreement! Payday came and when I went to collect my commission check, there was nothing for the prior 2 weeks of work. The next day I discovered that the company had contracted directly with the manufacturer to cut me out of the deal!

Needless to say, I left their “employment.” I was devastated. That company has now sold thousands of bottles of “my” product without paying me a dime! Many outlets run out before their new order arrives.

Instead of suing this unscrupulous company, I decided to develop an improved product. Fortunately, I had not given all my secrets away to this cutthroat owner! But, now, I needed to link up with an honest company.

When thinking of an honest company, I was wishing that my former employer, Dr. M., hadn’t sold his vitamin company. I remembered that he had done a lot of research on Dr. Ana Aslan, the famous Romanian longevity expert. He had developed some wonderful GH3 products that were patterned after her work. They were effective and extremely popular. I worked for him for years. I had developed products for him and he paid me royalties, on time, without the need for a written contract. Now, there was an honest company with integrity. Where could I find him? What was he doing now?

I located him just to see how he was doing. To my amazement, Dr. M. told me that he was in the skin care business and was looking for new discoveries that could be successfully marketed directly to the consumer, cutting out the middleman to reduce the cost. I told him about my anti-aging wrinkle crème and he agreed to meet.

I got together with Dr. M. and gave him the exact percentages of ingredients of my improved anti-aging skin care formula. Dr. M. added important GH3 benefits to my formula. He was very impressed. He was even more impressed when he gave some samples to discerning friends and family. They loved the product and wanted more!

I am now working with NuCell Formulas and love it! I get to talk to people and hear firsthand about their wonderful experiences with **GH3-REJUV Crème**. I am ready to answer any questions you have about it.

Sincerely,

L. B.



Well, there you have it, straight from the source! This is the history of this amazing anti-aging wrinkle crème that we now call NuCell **GH3-REJUV Crème**.

NuCell **GH3-REJUV Crème** is a powerful natural skin crème that contains a high concentration of vital nutrient antioxidants, cell rejuvenators and natural moisturizers. The key to effectiveness is concentration of ingredients, but most on-the-shelf products are packaged as low potency for competitive pricing reasons. You may have to visit a dermatologist to find concentrations such as what we have in **GH3-REJUV Crème**.



What do you need to know?

An explanation of some of the key ingredients follows:

Alpha Lipoic Acid (ALA) is a potent antioxidant that is both fat and water-soluble. ALA has the ability to regenerate other essential antioxidants such as vitamins C and E, CoQ10 and glutathione. Alpha Lipoic Acid is required for the production of energy in living cells. ALA is a wonderful rejuvenating substance when presented in the proper therapeutic amount such as is present in **GH3-REJUV Crème**.

L- Carnosine is a dipeptide of the amino acids beta-Alanine and l-Histamine. L-Carnosine is naturally present in the human body; however, its level declines as we age. L-Carnosine has the remarkable ability to rejuvenate cells and connective tissue, restoring normal appearance and extending cellular life-span. L-Carnosine prevents skin collagen cross-linking, which leads to loss of elasticity and wrinkles. As a potent antioxidant, l-Carnosine effectively quenches the most destructive of free radicals, the hydroxyl radical, as well as superoxide, singlet oxygen and the peroxy radical. L-Carnosine also protects cellular DNA and chromosomes from oxidative damage that accumulates with age.

DMAE is a potent natural precursor to acetylcholine, which is necessary for firm skin. DMAE is a cell membrane stabilizer. Cell membrane degradation has been shown to be one of the primary causes of premature aging.

Panthenol (vitamin B-5) is an important skin nutrient required for the production of Co-Enzyme-A. It is Co-Enzyme-A that supplies

energy to the cells. This supports rejuvenation and longevity. Panthenol also works with DMAE in the production of acetylcholine which firms and tones the skin.

Hyaluronic Acid is a natural skin moisturizer and a key component of collagen, the substance responsible for holding the body together. Hyaluronic Acid is also a free radical scavenger and antioxidant. The main function of Hyaluronic Acid is to keep the skin moist, supple and soft. Hyaluronic Acid levels decrease as we age. Hyaluronic Acid has been scientifically proven to support skin renewal. It helps the skin to greatly increase the retention of water. It can be used for skin that is very dry, chapped and dehydrated. It protects and hydrates the skin. It is helpful following laser surgery and chemical peels. It is excellent for everyday use.

Vitamins A and E are used for additional skin cell protection. They can be used for skin that is very dry, chapped, dehydrated and sun damaged, also following laser surgery and chemical peels.

Vitamin C, properly formulated, helps skin appear firmer and makes for a smoother complexion by diminishing the appearance of fine lines. It helps restore elasticity and helps to reduce puffiness and dark circles under the eyes.

Aloe Vera clinical tests show that it supports surgical recovery and fast healing of wounds, minimizes frostbite damage, soothes burns, screens out radiation, helps psoriasis and reduces arthritic swelling.

NaPCA is a wonderful moisturizing agent. As children, our skin possessed an abundant supply of a remarkable compound called napca (sodium PCA). This substance, in addition to keeping skin soft and wrinkle-free, chemically attracts water into the skin from the surrounding air. As we age, the level of sodium PCA drops 50% or more! **GH3-REJUV Crème** recaptures youthful beauty and replenishes your natural supply of sodium PCA.

GH3-REJUV Crème contains lecithin because it supplies all the phosphatides found naturally in cell membranes, especially phosphatidylcholine, which is an important nutrient that repairs and maintains cell membranes.

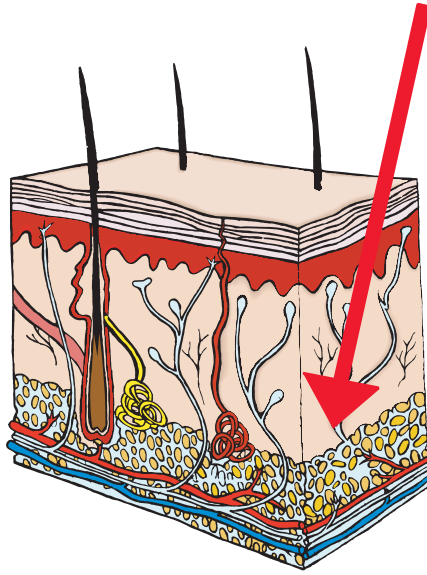
GH3-REJUV Crème contains a special emulsified lecithin that is more readily available to the cells. This increases penetration to more efficiently repair and maintain cell membranes. Remember, as your cells age, so do you!

There are many additional skin nutrients in **GH3-REJUV Crème**. We encourage you to read the label and compare to your existing products. All our ingredients are important, but we don't want to bore you with words. The proof is in the pudding. This product is one that you will still be using years from now because you will love what it does for your skin. **GH3-REJUV Crème** will work wonders for your face. Use it any place your skin needs healing, rejuvenation or new, healthy cells.



Here is some important information to help you understand *why* GH3-REJUV Crème is so effective and why you are going to *immediately reorder* when you see that your supply is running low...

The **GH3-REJUV Crème** ingredients are **well absorbed** through the surface of the epidermis deep into the dermis layer of skin **where most skin aging begins**. The liposome-like penetration is achieved through a natural emulsification process that allows the potent lipid and water-soluble nutrients to be deeply absorbed by the skin, without the use of synthetic chemicals, preservatives or oils.



Most skin products just stay on the surface of the skin....

Is What You See on the Outside Also Happening on the Inside?

You take vitamins to make you feel better and help retard premature aging, but do you have the same concern for your skin? Did you ever think about the relationship of your skin to your internal organs? If your skin looks older than it should, what does that mean to your internal organs? **Ever think about the fact that everything you have put on your skin over the years had to be filtered through your liver?** Ever see a young person who looks old? Sometimes it is the people who take all the vitamins who look bad, huh? Ever wonder why? *I have the answers!*

How Do You Know?

Have you ever had something wrong involving your skin and gone to the pharmacy to find a fix? **How do you know what product to choose** from the myriad of available products?

Ever gone to the dermatologist and gotten a product that ended up being worthless, or, worse

yet, it adversely affected your skin, or there were other so-called “side effects?” Been there, done that?

New Skin Is As NuCell Does

Your skin comprises between 15-20% of your total body weight. Each square centimeter has 6 million cells! **Your skin is constantly regenerating.** A cell is born in the lower layer of skin called the dermis. It migrates upwards for about two weeks and spends another two weeks in the epidermis, the outer layer, before it is shed. Approximately **two billion cells** are replaced daily. Premature aging occurs not only when the new cells are not exact replicates of the previous cells, but also when a poor cell rejuvenation environment hampers cell replication.

Your skin is the first line of defense against dehydration, weak immunity, injuries and temperature changes. **Healthy skin cells can detoxify harmful substances using the same enzyme processes used by the liver.**



The Fountain of Youth — Chirality

Life is possible because of chirality.

Vitamin C is chiral. It exists as L-ascorbic acid and also D-ascorbic acid. L-ascorbic acid is good for the body. D-ascorbic acid is not good for the body. The “L” and “D” refer to the right hand or left hand spin of the molecules. Our body uses L-amino acids. D-amino acids cannot be used.

A good example of what can happen when you use the wrong molecular chirality is the tragic thalidomide story.

Thalidomide is a morning sickness drug that was given to pregnant women. It was produced as a mixture of both the L and D molecules (mixed chirality). One chiral was good (sedative) but the other chiral was bad (birth defects). The drug companies learned a good lesson from this and are now heavily investing in chiral research to determine which molecular spin direction makes the most efficient and safe drug.

Another example is Aspartame (Nutra-Sweet). There are four possible chirality forms with this molecule. Only one of them is sweet. The other 3 are bitter. By understanding chirality, the commercialization of aspartame was possible.

Chirality Very Important In Skin Care

The concept of chirality is very important in skin care because the body’s receptors are all chiral. They are like gloves that are made to fit only the correct hand. Skin care products need to be chirally correct for the proper fit onto the skin’s receptors. This results in an effective product. This is a formulating secret that you will be hearing more about in the years to come. All NuCell Formulas ingredients, whenever available, are chirally correct for the application intended, even though it increases the cost of producing the formulas. NuCell makes a difference at the cellular level. These are not just cover-up products. This is another reason why our referrals are growing daily.



Set The Stage For Healthy New Cell Growth

You don’t want a product that just shoves your problem down into the lower layers of your skin, only to emerge years later as a terrible skin condition because it wasn’t properly dealt with in the beginning. You want a product that sets the stage for your body’s healthy new cell growth.

GH3-REJUV Crème is incredibly expensive to produce. In fact, this formula costs us almost 3 times more to produce than many of our other formulas. The only way we can reduce the cost is to use less of the active anti-aging, antioxidant ingredients, but then we would be selling the same stuff that is already available off-the-shelf and via infomercials. Rest assured that we have made every effort to make it available to you at the least possible cost. Quality doesn’t come cheap. *You are worth it!*



We guarantee it!





What users say...

“Has my order been shipped? I love your products and will panic if I run out!” — *N.W., CO*

“I love NuCell. Even though I am 62, my complexion feels like velvet.” — *P.H., AR*

“My skin is getting smoother and clearing up since using NuCell.” — *M.S., OH*

“A very large sunspot is disappearing from my face. I use NuCell every day under my makeup.” — *Ms. C., FL*

“I am delighted with the results. It works like magic. Within a week my skin problem was gone.” — *M.M., MI*




“My mother started using your product and claimed how great her skin felt (she also has sensitive skin) so I ordered your products. I LOVE, LOVE, LOVE the NuCell products. I like that the Crème applies easily without making you pull on your face. I was looking at myself in the mirror this morning and was thinking — gosh, I can go out without a foundation! Now, you are reading this from a woman who will not be caught dead without her makeup! The skin on my face is looking awesome.” — *M.C., FL*

“I used it on those hard white spots that seem to appear under the skin when you get older. I am pleased to say that they are going away! I can definitely feel and see the difference! Send me another bottle of your NuCell **GH3-REJUV Crème.**” — *L.M., AZ*

NuCell GH3-REJUV Crème Order Form

Reg. Price	INTRODUCTORY SPECIAL ON 1 BOTTLE (FIRST ORDER ONLY)	4 Bottles (free shipping!)	Qty	Total
\$49.95	\$27.47	\$109.88		

Save \$22.48 on 1 bottle! Save \$89.92 on 4, plus get FREE shipping for 4, total savings \$95.87!

Payment Method (no C.O.D.): <input type="checkbox"/> Money order enclosed <input type="checkbox"/> Check enclosed <input type="checkbox"/> Check by fax (fax your check, do not send)	<input type="checkbox"/> Charge my card    	Product subtotal If in Arizona, add 8.1% tax FREE U.S. ground shipping if ordering 4! Shipping (in U.S.) <small>(Please call for rate to ship outside U.S.)</small> \$5.95 Total (U.S. funds only please)
Card #: _____ Expires: ____/____ Signature: _____ Name: _____ Address: _____ City: _____ St: _____ Zip: _____ Phone: (____)____-____ Birthdate: ____/____/____ E-mail: _____ Keycode # (from label): _____		To order by phone, TOLL-FREE , call: 800-285-4116 Order by fax anytime: 480-596-1031 Or mail your payment and this order form to: NuCell Formulas 6501 E. Greenway Pkwy, #102-503 Scottsdale, AZ 85254
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"I guarantee you will love this formula! It is the result of 25 years of clinical and practical experience. Please share your enthusiasm with me." — Dr. M.

I GUARANTEE IT!

We stand behind our products with a money-back guarantee! If for any reason you are not totally satisfied with a product, simply call 800-285-4116. Return the unused portion within 90 days. You will then receive a prompt and cheerful refund of the purchase price.

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***New cells are as
NuCell does! Read
inside about our new
fantastic anti-aging
skin care product:***

GH3-REJUV Crème!

***It is a formula for
younger-looking skin...
you will LOVE how you
look and how you feel!***

