



International Elegance

~ WONDERS OF THE DEAD SEA ~

- ◆ Facial / Body Products
- ◆ Para-Pharmaceutical Products
- ◆ Anti-Aging Products
- ◆ Men's Products
- ◆ Aromatherapy Products

THE DEAD SEA area (located in The Holy Land of Israel), famous for its health-promoting environment for thousands of years, contains an unique solar irradiation, an increased oxygen density, a high density salty sea with an unusual salt composition, thermo-mineral springs and a special natural mud. The effects of these unique properties are presently being critically evaluated in terms of types of diseases treated, modes of therapy, and mechanism of healing.



Rich in life-enhancing minerals, the Dead Sea waters and mud have been acclaimed throughout the ages. This unique body of water is situated on the Syrian-African fault, a geological phenomenon that came into being some three million years ago during a great natural upheaval. Many ancient layers of mineral-rich earth were exposed. Salt water springs erupted, forming a valley and a lake 1300 feet below sea level, making it the lowest place on earth.



An evaporation process continuing for thousands of years resulted in increased levels of minerals and salt in the lake, which is known as the Dead Sea.

The composition of the Dead Sea is considered unique, containing the highest levels of magnesium, calcium, silica, sodium, and potassium in comparison to any other body of salt water in the world, including the oceans. Since ancient times, millions of people have come to the region to relax, to enjoy its beauty and to experience the healing, beautifying, and rejuvenating powers of the Dead Sea.

Visitors soak in the famous waters and coat themselves in the celebrated revitalizing black mud. Medical research and multiple studies have proved beyond all doubt the efficacy of these minerals in treating and preventing various diseases such as psoriasis, acne, and rheumatism. As in the past, the Dead Sea continues to attract tens of thousands of visitors annually to its many resorts and treatment spas.

Cleopatra, considered the most beautiful woman in the world, went to great expense to obtain exclusive rights over the Dead Sea area. At her command, pharmaceutical and cosmetic factories were built near the Dead Sea. Their remains can still be seen today at Ein Bokek and Ein Gedi.

- Dead Sea salts, minerals, water and mud are **healing, improve blood circulation, therapeutic & pain-relieving** for conditions such as ***arthritis, rheumatism, acne, eczema & psoriasis.***
- Skin immediately *absorbs products with **NO RESIDUE or NEGATIVE REACTION-*** fabulous for all skin types, even the most sensitive skin!
- ***30% concentration of salts & minerals*** in the Dead Sea ***compared to 3%*** in other seas.
- **Heals, Detoxifies, Nourishes, Rejuvenates & Beautifies!**
- ☑ **MAGNESIUM:** Anti-Allergen; accelerates cell metabolism by activation of enzymes.
- ☑ **BROMIDE:** Antiseptic, soothes nerve endings, relaxes; heals & relieves skin disorders; stimulates the natural repair process.
- ☑ **SODIUM & POTASSIUM:** Helps regulate water balance, influences muscle activity, stimulates/maintains nerve signals.
- ☑ **IODINE:** Vital of cell metabolism & necessary for production of thyroxin - which regulates metabolic energy.
- ☑ **CALCIUM:** Strengthens cell membranes, necessary for muscle activity & nerve transmissions, activates enzymes.
- ☑ **CHLORIDE:** Balances all minerals in the cells & body.
- ☑ **ZINC & COPPER:** Regulation of enzymes in cells, discourages growth of viruses.

