

# Beauty comes from within with the worldwide launch of a unique beauty concept based on your DNA

Submitted by: RPR (Positive Communications)

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In January 2018 Pure Genetic Lifestyle launches a revolution in beauty.

Welcome to Pure Beauty Analysis; a programme providing 100% tailor made skincare based on your DNA.

Ageing of the skin has a variety of causes. Certain environmental influences such as UV radiation and the lack of supply of nutrients play an important role. Still, there are some who seem to age faster or slower, even while leading the same lifestyle. There are significant personal differences from person to person, and these differences are in their genes.

Every person comes equipped with genes that should protect them from accelerated ageing processes. Unfortunately, frequently occurring errors in these genes, so-called gene variants, interfere with their function, which leads to an acceleration of one or more factors of ageing.

The Pure Genetic Lifestyle Beauty Analysis analyses the status of these protective genes and provides identification of the personal genetic strengths and weaknesses.

Based on your unique genetic analysis result, a personalized beauty programme is generated. Your genetic analysis tells us which substances your skin requires and at what level of dosage.

The following key factors of skin ageing are examined based on your genetic profile:

- Collagen breakdown
- Collagen production
- UV protection of the skin
- Skin hydration
- Oxidative stress
- The effect of Q10
- Your selenium requirement
- Inflammatory reactions
- Your biological age
- The solution

Science has currently identified over 30 genetic variations that influence more than 80 different factors of ageing skin. Through the beauty analysis, you can find out what to do about them.

Discover your genetics and enhance your beauty!

Pure DNA Beauty products

Alongside Pure Beauty Analysis, Pure Genetic Lifestyle is also introducing Pure DNA Beauty; 100% Personalized Products from the outside and Pure DNA Complete, 100% Personalized Supplements from the inside.

The Pure Genetic Lifestyle range of supplements and skincare products supply the nutrients your body needs in the right way, either through your skin or orally.

They include:

- Pure DNA Beauty Serum Day
- Pure DNA Beauty Serum Night
- Pure DNA Beauty Lotion
- Pure DNA Complete (vitamins and minerals)

Some micro-nutrients are effective when applied to the skin in the form of a cream or serum, whereas others are not. Therefore it is necessary for them to be absorbed through diet, enabling the blood circulation to transport the required micro-nutrients to the skin from the inside.

Using the micro transporter technology of Pure DNA Complete, the nutrients are slowly and continuously released from the intestine throughout the entire day. This ensures that you are supplied with the right amount of nutrients all day long.

The Pure Beauty products are tailor-made specifically for you, according to the unique formula based on your genetic profile. This way you obtain exactly the substances that your skin needs in exactly the right dosage.

Pure Genetic Lifestyle (PGL) is the future for everyone who wants to lead a healthier and longer life, providing genetic analyses based on DNA research for disease prevention, healthy nutrition, vitality, weight management, sport performance and medication.

The results are 100% personal and scientifically proven.

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Price & distribution:

The Beauty Analysis and products will be available online via [www.puregeneticlifestyle.com](http://www.puregeneticlifestyle.com) and through our authorized partners.

Prices start from £185 with the option of an annual subscription plan available for 3.49 GBP a day. The annual subscription plan includes the Beauty Analysis and the Pure Beauty Serum Day 60ml & Pure Beauty Serum Night 60ml sent to you every four months for one year!  
Pure DNA Complete Personalized Supplements are available for 98.75 GBP per month (minimum of 4 months).

#### CONTACT INFORMATION:

For more information, photos and to receive a Pure Beauty Analysis example report contact Mandy Smith, 07721 471575. E-mail: [mandy@puregeneticlifestyle.com](mailto:mandy@puregeneticlifestyle.com)

Pure Genetic Lifestyle  
Robin Hill, Warren Lane  
Oxshott  
KT22 0DJ,  
United Kingdom

<https://puregeneticlifestyle.com>