

Media Release

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Take Care of Telomeres for Healthy Skin With New Qcell Dual Protection Against Ageing

All new, Qcell[®] Dual Action Cell Protection System is a breakthrough in skincare designed to protect you inside and out from visible signs of ageing. The Qcell system combines cream and capsules providing advanced protection from damage caused by the environment, sun and free radicals. The secret is in its key, scientifically proven ingredients - plant actives and nutrients that offer powerful antioxidant protection and are important for promoting and supporting telomere and cellular health.

The Telomere Story

Telomeres are located on the ends of long strands of DNA called chromosomes. Often compared to the tips of shoelaces, telomeres cap the ends of chromosomes, protecting the ends of DNA. Each time a cell replicates and divides, these telomeres become shorter. Their shortening due to cell division and free radical damage is considered to be the cellular equivalent of ageing.

The potent, herbal antioxidants *Terminalia Chebula* and *Uncaria Sinensis* in Qcell ensure your skin receives advanced cellular support and protection from free radical damage that may contribute to telomere shortening and premature ageing.

Qcell Cream - Antioxidant Support and UV Protection

Qcell cream is an advanced, topical cosmetic cream loaded with UV protection, antioxidants and plant actives such as green tea, *Terminalia chebula* (to help prevent telomere shortening) and the flavonoid Rutin (from citrus) to support healthy, revitalised skin.

The advanced, high absorption formula helps prevent moisture loss and promote elasticity for supple and smooth skin. With consistent use, the skin is moisturised, protected and velvety soft.

Unlike many blocking agents, the UV Factor in Qcell cream doesn't break down in the sun, thus offering added protection from damaging rays.

The inclusion of the antioxidant Rutin in Qcell cream gives it its unique colour and won't tint the skin.

Qcell Capsules – Antioxidant Protection and Support for Cellular DNA

Qcell vegetarian capsules contain a unique combination of nutrients and plant actives including Green tea, *Terminalia chebula*, *Uncaria sinensis*, Grape seed extract and Coenzyme Q10. These help to maintain healthy looking skin and enhance the body's own defence against free radical damage that may contribute to premature ageing.

The Oxygen Radical Absorbance Capacity (ORAC) has been widely accepted as a standard tool to measure antioxidant activity. Qcell capsules boast an ORAC score of 1664, making them a great source of antioxidants.

The key ingredients in Qcell Capsules are:

- *Terminalia chebula* and *Uncaria Sinesis* - to help ensure that skin receives advanced cellular support from free radical damage that may contribute to telomere shortening and premature ageing.
- Selenium – an important antioxidant that plays a key role in maintaining a healthy immune system.
- Zinc - an important mineral antioxidant necessary for cellular health.
- Ergocalciferol - a vegetarian form of vitamin D to support healthy ageing.
- Green tea – a potent, herbal antioxidant for the protection of skin against premature ageing.
- Coenzyme 10 – a fat-soluble antioxidant vitamin that is used in every cell of the body.
- Rutin BetaSorb® - a proprietary flavonoid complex providing greater antioxidant activity than Rutin alone.
- Grape Seed Extract – important for supporting the health of connective tissue such as collagen for health skin structure and elasticity.

Qcell Dual Action Cell Protection System is different because it:

- Combines the capsules for inner health with the cream to nourish and protect skin.
- Includes the potent herbal antioxidants *Terminalia Chebula* and *Uncaria Sinensis* to support telomere and cellular health.
- Boasts an impressive ORAC score.
- Is loaded with plant actives and nutrients offering unique and powerful antioxidant protection.
- Employs a unique, proprietary absorption technology.
- Is suitable for vegetarians.
- Is not tested on animals and contains no artificial colours or preservatives.
- Is made in Australia using only advanced, scientifically researched, premium ingredients.

Qcell Dual Action Cell Protection System is suitable for all skin types, including sensitive skin. Simply take the capsules once or twice daily with food and apply the cream morning and evening to clean, dry skin. Qcell cream can be used alone, or as a moisturising base for makeup.

Qcell cream and capsules are available separately or in a duo-pack at selected pharmacies and health food stores nationally. The RRP is:

Qcell 50ml cell protection cream	\$39.95
Qcell 30 cell protection capsules	\$39.95
Qcell Dual Action Cell Protection System 30 capsules and 50ml cream	\$69.95

Qcell Dual Action Cell Protection System was developed by leading Australian natural health product producer and distributor, Planet Health.

Media only: For further information, please contact Margot Gorski at PR Matters on (03) 9533 6783 or 0412 393 394, or by email at margot@pr matters.com.au

About Planet Health

Planet Health is a family-owned, Australian company producing premium health products that are manufactured to the highest standards and use only the finest ingredients supported by a 100% quality guarantee.

Planet Health is also a niche distributor of natural health products selected for their quality, reputation, innovation, ethics and philosophy.

Planet Health is based in Bowral, NSW and distributes selected products nationally. See them at www.planethealth.com.au