



Self-Preserving, Parabens & Sensé

Before Sensé first went into final production, there was one last issue that was still holding up production: what to use as a preservative. Although Dr. Wentz was still uncertain about the use of parabens, he was certain he was not going to use the other alternative, formaldehydes.

Down to the wire, a board meeting was called to discuss the parabens chosen for the products. It was decided to bring in the gentleman that actually wrote the book on parabens, and let him address Dr. Wentz to alleviate his concerns. In the end, and after being pointed out to Dr. Wentz, the parabens they were considering (and there are many to choose from) were the best and were actually being used in all IV (intravenous) applications. With this added information, Dr. Wentz agreed, although reluctantly, knowing it was their only choice at the time.

It was fortunate for us as the consumer of Sensé that Usana has always used the very best of all materials and ingredients. That allowed the use of parabens in very low levels, while still providing protection from all microorganisms, gram-negative, gram-positive and fungi (yeast & molds).

Still feeling uncomfortable with new research coming out, and about the possible estrogenic effects of parabens even at low levels, and with no one knowing what potential hazard to the body this could have, Dr. Wentz was determined to find a better solution. It was at this point he asked Dr. McDonald to return to his research he started 10 years previous to find a better way to preserve Sensé without chemicals.

After trying thousands of things that did not work, Dr. McDonald and his team did find the one thing that did: "self-preserving" (liquid crystals) these crystals are primarily the delivery system for the botanical blends and contribute to the overall self-preserving system.

This amazing technology has never been done before. The multi-billion dollar skin care industry has tried many times in the past, but could not break the code and just gave up. Even if they could figure out the formulas they would never pay the price to manufacture the way Usana does. They farm out their manufacturing to many different contract manufacturers. Instead of ensuring these plants are clean and sharp, they simply include enough parabens in the formula to cover up any possible sloppy manufacturing. They will never manufacture their own product – they are just marketing companies.

Usana's Dr. Wentz, Dr. McDonald and Dr. McDonald's team were determined not to quit until they reached the result they desired. Their determination has made a breakthrough in the skin care industry and will now be a part of the history of skin care breakthroughs. Because a few devoted scientists did not want to see one human cell be injured or die, or any consumer using their skin care line become ill, giving up was not an option.

Sensé has been a front-runner in many new skin care technologies since the development of Sensé. They have developed revolutionary topical nutrient complexes, Proflavanol-T™, Proteo-C, DSR™ technology, and Regenisomes™ that repair our DNA damaged by sun exposure. And now the “self-preserving” of all their products.

Usana is a leader and a company far ahead of any other skin care product line!

**Have a Sensé-tional Day!
MB Marketing,
Bea Kinnear, Author & Speaker
www.yourskinandyou.net
mbkinnear@shaw.ca**

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