

bend

BEAUTY

INFORMATION KIT



The New Science of Skincare



Our values.

There are so many facets that make up a company but there is only one that defines it. Purpose.

Bend did not start with a product. It started with a belief. “When you nourish all the connections something beautiful happens”. This influences and inspires everything we do from designing products, to customer experience, to how our operations impact the planet. This belief defines our culture and above all it gives us a purpose to “Create and celebrate a beautiful life.” – **Marc St-Onge**



Beauty that's safe and pure.

We don't blame you for wondering about the safety and purity of your skincare products. We feel the same way about the products we use.

Bend Beauty products are made of natural ingredients and are completely safe to consume. Furthermore, their safety has been assessed and approved by Health Canada.

We choose ingredients based on their purity. Wild and organic are always our first choice. Most of all, we test every batch of our products to ensure they meet stringent Canadian and industry standards for quality and purity. With regard to our fish oil, it is free of heavy metals and greatly exceeds all standards set forth by GOED, the international gold standard for fish oil quality and purity.



A beautiful planet.

Nature connects us. Sustains us. Nature also comes with great responsibility. Our ingredients are sustainably sourced and we purchase power from 100% renewable sources.

We continually make efforts to examine our operations, supply chain, and material consumption to reduce our ecological footprint.

We are also making significant commitments to giving back. As a proud member of 1% for the Planet we give back 1% of our total sales to environmental non-profits, now totaling over \$1,000,000.

Environmental non-profit partners:

The David Suzuki Foundation

Environmental Defence

Nova Scotia Nature Trust

Ecology Action Centre

Health the Bay

Skin Climate



A region's climate describes the prevailing weather conditions. Your skin also has an internal climate.

The New Science of Skincare

The potential for restoring skin youthfulness is linked to Skin Climate, a term we use to describe the underlying conditions that govern skin repair, breakdown, and thus the aging process.

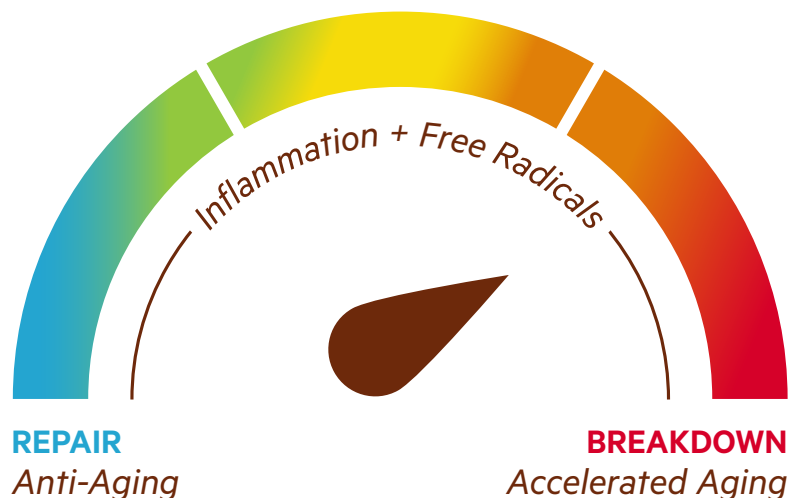
The most important factors that determine Skin Climate are:

1. **Chronic inflammation**
2. **Free radical stress**

Skin Aging

A VICIOUS CYCLE

As we age, the body's level of chronic inflammation and free radical stress increases, creating a Skin Climate that promotes skin aging. This process is further compounded by diet, lifestyle, and UV exposure, all of which adversely affect Skin Climate and accelerate skin aging.



Skin climate is a critical aspect of anti-aging skincare.

Build Beautiful Skin

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Step 1: The Foundation

Bend Anti-Aging Formula is the critical first step to skin rejuvenation. Unlike any other skincare product, it goes deep to address the root factors of Skin Climate and produce a broad range of clinically-proven anti-aging skin benefits such as increased elasticity & firmness, hydration, helps improve symptoms such as roughness and redness associated with atopic dermatitis (skin inflammation), and helps in reducing skin sensitivity to UV-induced sunburn.

Step 2: The Beauty Boost

Now it's time for the beauty boost. Marine Collagen + Co-Factors is specifically formulated to build and maintain healthy collagen levels. These synergistic ingredients also support healthy hair and nails. Best results are seen when taken in conjunction with Anti-Aging Formula.



Anti-Aging Formula

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Nourish from Within

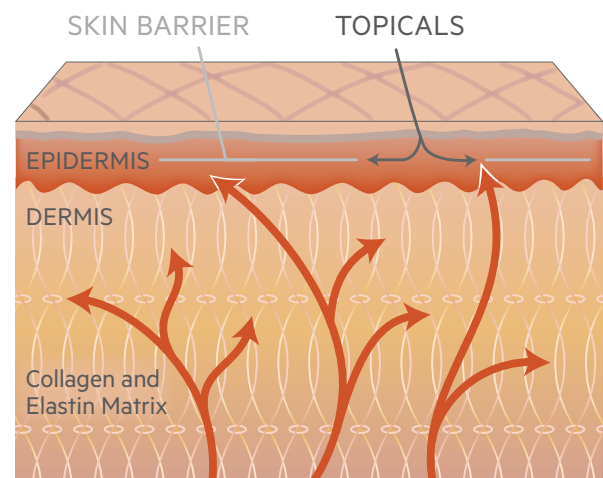
The dermal layer of the skin is often referred to as your “true skin”. It is the site of the collagen and elastin matrix and source of skin firmness, elasticity and overall skin health and longevity.

The thin outer layer is the epidermis. Its primary function is creating a barrier that helps lock in moisture and protect the underlying dermis from the external world.

Unfortunately, this barrier effect restricts topical creams and serums primarily to the epidermis, leaving the dermis neglected.

The dermis contains tiny blood vessels which are constantly supplying nutrients and antioxidants all over your body. Anti-Aging Formula is an ingestible product that delivers six powerful active ingredients to optimize Skin Climate, producing clinically-proven skin anti-aging benefits head to toe – not just to your face.

Over time these active ingredients saturate the skin and restore healthy function, transforming your skin from the inside out. Unlock your skin’s potential with Anti-Aging Formula.



BEND ANTI-AGING FORMULA

The dermal layer — the genesis of youthful radiant skin.

Anti-Aging Formula

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Active Ingredients

Omega-3 Fatty Acid EPA (1050 mg) and DHA (350 mg)

- From wild anchovies, sardines, mackerel, herring
- High EPA formula for real skin results
- Meets high standards for quality and purity
- From sustainably managed fisheries

Omega-6 Fatty Acid GLA (120 mg)

- From cold-pressed borage flower seeds

Lutein (5 mg)

- Antioxidant from marigold flowers

Zeaxanthin (2.5 mg)

- Antioxidant from paprika pepper

Vitamin D3 (1000 IU)

- Same form as produced naturally by the skin

Anti-Aging Skincare



Defend

Helps in reducing skin sensitivity to UV-induced sunburn[†]



Hydrate

Helps improve skin hydration[†]



Firm

Helps improve skin elasticity and firmness[†]



Smooth

Helps improve roughness and redness (from skin inflammation)[†]



Protect

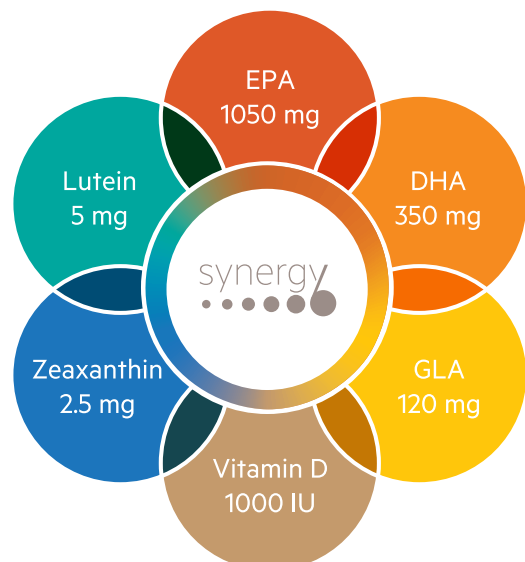
Provides antioxidants for skin health[†]

Caution: This product is not intended to replace the use of topical sunscreen. Spending time in the sun increases your risk of sunburn, skin cancer and early skin aging.

[†] These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.

Clinically-proven ingredients working in synergy.

Bend Anti-Aging Formula delivers clinically-proven ingredients working in a synergistic fashion, and contains a unique lipid matrix that supports enhanced bioavailability. We've leveraged over 10 years of scientific research in this field to develop the first ever broad spectrum anti-aging skincare ingestible.



Anti-Aging Formula

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Supplement Facts

Serving size 4 softgels
Servings per container 30

	Amount per serving	% DV
Calories	30	
Fat	2.5 g	3%*
Cholesterol	<5 mg	<2%*
Protein	<1 g	
Vitamin D3 (cholecalciferol)	25 mcg (1000 IU)	125%
Total EPA + DHA	1400 mg	‡
EPA (Eicosapentaenoic acid)	1050 mg	‡
DHA (Docosahexaenoic acid)	350 mg	‡
GLA (Gamma linolenic acid)	120 mg	‡
Lutein	5 mg	‡
Zeaxanthin	2.5 mg	‡

* Percent daily value is based on a 2000 calorie diet.
‡ Daily value (DV) not established.

Directions: Take 4 softgels daily.

Do not use if safety seal is broken or missing.
For adults 19+.

Non-medicinal ingredients: Fish oil (anchovies, sardines, mackerel), capsule shell (gelatine, glycerin, purified water), borage oil, beeswax, sunflower lecithin, natural mint flavor, sunflower oil, marigold (*Tagetes erecta*) flower extract, safflower oil, paprika (*Capsicum annum*) fruit extract, tocopherols (derived from soy), medium chain triglycerides.

Contraindications: none

Allergen statement: Do not consume if you have a known allergy to any listed ingredients.

Retail: \$80 USD



Supplement Facts

Serving size 1 tsp. (5 ml)
Servings per container 40

	Amount per serving	% Daily value
Calories	40	
Fat	4.5 g	6%*
Saturated	1.0 g	5%*
Cholesterol	25 mg	8%*
Vitamin D3 (cholecalciferol)	25 mcg (1000 IU)	125%
Total EPA + DHA	1400 mg‡	
EPA (eicosapentaenoic acid)	1050 mg‡	
DHA (docosahexaenoic acid)	350 mg‡	
GLA (gamma linolenic acid)	120 mg‡	
Lutein	5 mg‡	
Zeaxanthin	2.5 mg‡	

* Percent daily value is based on a 2000 calorie diet.
‡ Daily value not established.

Directions: Shake. Take 1 tsp. daily.

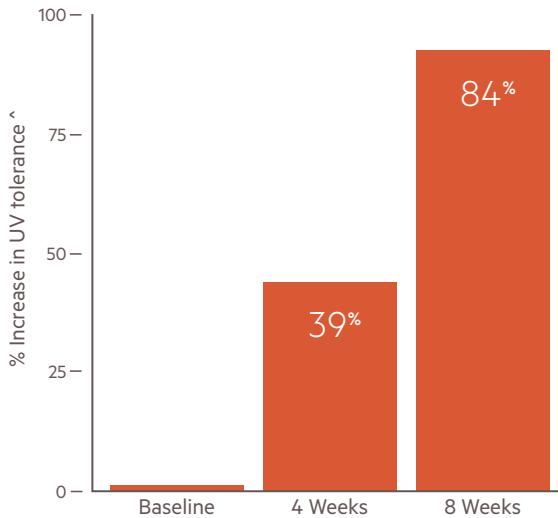
Refrigerate after opening and use within 100 days. Do not use if safety seal is broken or missing. For adults 19+.

Other ingredients: Fish oil (anchovies, sardines, mackerel, herring), borage oil, natural flavors, olive oil, sunflower oil, phospholipids, paprika (*Capsicum annum*) fruit extract, tocopherols (derived from soy), marigold (*Tagetes erecta*) flower extract, canola oil, ascorbyl palmitate, medium chain triglycerides, monk fruit extract, ascorbic acid.

Contraindications: none

Retail: \$80 USD

Anti-Aging Formula 8-week UV clinical trial



UV TRIAL CONCLUSION

A daily serving of Anti-Aging Formula significantly increased skin's resistance to UV induced sunburn in as little as 4 weeks. This resistance increased with continued use over the 8 week trial.

^As measured by shift in Minimal Erythral (MED). A significant change in MED means a higher UV dose is required to cause a sunburn.



Sun Damage

Accumulated UV damage ages the skin by breaking down the collagen matrix, resulting in progressive fine lines, wrinkling, and sagging. Sun damage also causes discoloration, redness, and a number of other skin conditions.

Clinical Trial

This ground-breaking clinical trial evaluated the effect of supplementation with Anti-Aging Formula on UV-induced sunburn. Participants (28) ranging from 19-65 years old took the recommended daily serving of 4 capsules for 8 weeks.

Minimal erythema dose (MED), the smallest amount of UV radiation required to cause skin reddening (sunburn), was used to measure the effect of supplementation on skin's sensitivity

to sunburn. The MED was measured at baseline, 4 weeks, and 8 weeks. After 4 weeks of supplementation participants experienced an average MED score of 39.1% which increased to 83.8% after 8 weeks of the study. This study demonstrates that supplementation with Anti-Aging Formula significantly increases the skin's resistance to UV-induced redness (burning) and this protective effect increases with prolonged use.

For the complete study visit: <https://doi.org/10.1111/phpp.12350>

Caution: This product is not intended to replace the use of topical sunscreen. Spending time in the sun increases your risk of sunburn, skin cancer and early skin aging.

Marine Collagen + Co-Factors



Collagen: the Beauty Protein

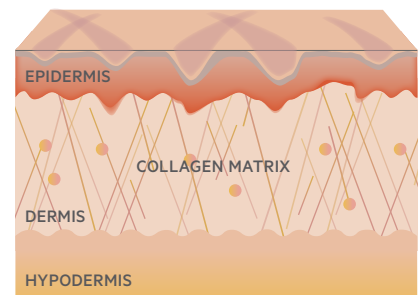
In the body, collagen is the primary 'structural protein', however, due to its importance to skin, we also refer to it as the 'beauty protein'. In youthful skin collagen is abundant, making up 75% of the dermis. It is responsible for giving your skin structure, firmness, and elasticity.

Skin Aging: Collagen Decline and Damage

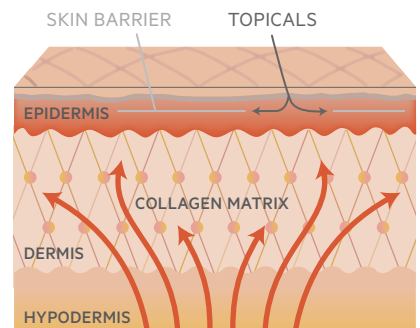
Collagen production starts declining in your 20's.
By age 80 collagen production is reduced by 70%.

Age-related decline in collagen production is met with yet another problem. Collagen is constantly under attack by free radicals which damage and weaken the collagen matrix.

The decline in collagen production along with the increase in collagen damage results in significant changes in the skin: fine lines, furrows, roughness, and wrinkles.



AGED + DAMAGED COLLAGEN



MARINE COLLAGEN + CO-FACTORS

Marine Collagen + Co-Factors

Marine Collagen + Co-Factors

Anti-Aging skincare from the inside out.

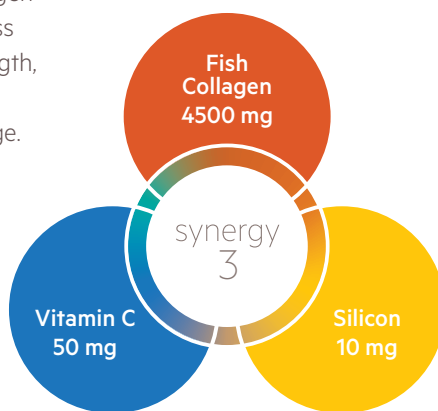
New research has shown that collagen peptides can stimulate cells to increase collagen production. Topical applications of collagen would appear to be a logical approach, however the barrier properties of the skin's outer layer, the epidermis, prevent collagen peptides from reaching the dermal layer, the site of the collagen matrix.

That's why Bend pioneered anti-aging skincare from the inside out. When consumed orally, collagen peptides are absorbed into the blood stream and reach the dermis where they stimulate production of collagen as well as hyaluronic acid, another important component of the skin's collagen matrix.

Don't just Build Collagen. Build Healthy Collagen.

Specially formulated with collagen co-factors.

Vitamin C and the mineral silicon are essential co-factors in a process called collagen crosslinking. This process improves collagen strength, function, and makes it more resistant to damage. Additionally, vitamin C is an important antioxidant that protects against damaging free radicals and silicon improves the health of hair and nails.



Fish-derived collagen peptides are significantly better absorbed.

Collagen peptides are typically derived from pig and cow hides, largely because they are abundant by-products and cheap to produce. Fish skin-derived collagen peptides have been shown to be significantly better absorbed in the body, with a lower environmental footprint than bovine-derived sources.

Benefits for Healthy Collagen, Hair and Nails.



Build

Helps in collagen formation †



Support

Helps to maintain healthy skin, hair, and nails †



Protect

High amounts of the antioxidant vitamin C that helps protect against free radicals †

† These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.

Easy to Take and Delicious

Choose from Three Natural Flavors: Strawberry, Unflavored, Coconut

Taking Marine Collagen + Co-Factors is as easy as mixing 2.5 teaspoons in a glass of water or beverage of choice. With the fresh taste of natural strawberry, or coconut flavor, lightly sweetened with organic stevia leaf extract (rebaudioside A), it's love at first sip. Or enjoy our pure unflavored option any way you like.



Marine Collagen + Co-Factors



Active Ingredients

Marine collagen peptides (4500 mg)

- From food grade wild cod, haddock and pollock
- From fresh-frozen fish skins
- From sustainably managed fisheries (Iceland)
- Low environmental footprint
- High peptide bioavailability
- Source of the amino acid lysine (140 mg)

Vitamin C (50 mg)

- From organic acerola cherries
- Whole food source
- Necessary for collagen crosslinking
- Antioxidant that protects against damaging free radicals

Silicon (10 mg)

- From organic-compliant bamboo
- Whole food source
- Necessary for collagen crosslinking
- Boosts hair and nail health

Supplement Facts

Serving size 2.5 tsp. (5.2 g)
Servings per container 28

	Amount per serving	%DV
Calories	25	
Sodium	10 mg	< 1%*
Total carbohydrate	< 1 g	< 1%*
Protein	4 g	8 %*
Vitamin C (from organic acerola, <i>Malpighia glabra</i> [fruit])	50 mg	56 %
Hydrolyzed collagen (from fish [cod, haddock, pollock])	4.5 g	‡
Lysine	140 mg	‡
Bamboo, <i>Bambusa breviflora</i> (stem and leaf) extract	33 mg	‡
Silicon (as silicon dioxide)	10 mg	‡

* Percent daily value is based on a 2000 calorie diet.

‡ Daily value (DV) not established.

How to use:

Mix 2.5 tsp. (5.2 g) into 8 oz of water or beverage of choice daily.

Do not use if safety seal is broken or missing. Store tightly sealed at room temperature. For adults 19+.

Contains: fish (cod, haddock, pollock) from sustainably managed fisheries

Other ingredients:

UNFLAVORED
organic maltodextrin

STRAWBERRY FLAVOR

organic natural strawberry with other natural flavors, organic maltodextrin, organic red beet powder (root), organic reb A (stevia extract).

COCONUT FLAVOR

organic maltodextrin, organic natural flavor, organic reb A (stevia extract).

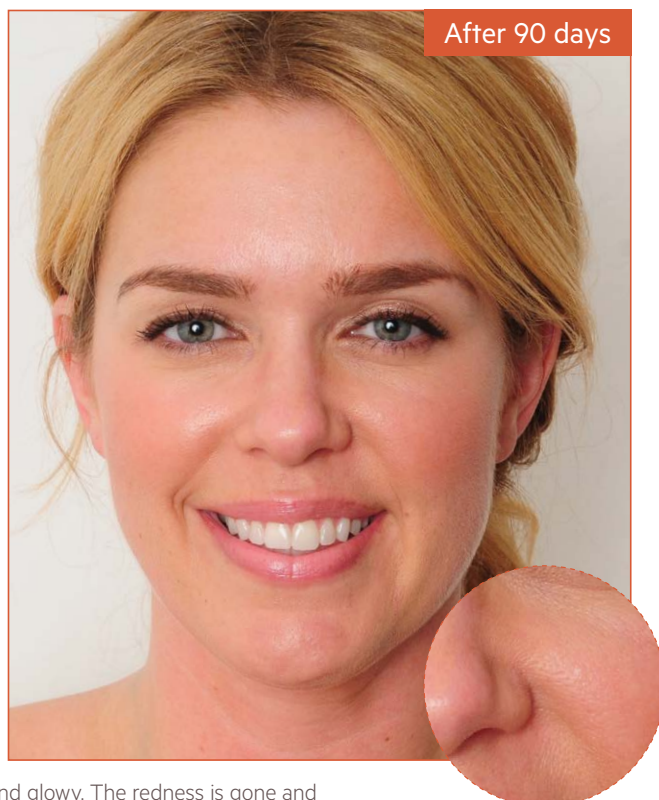
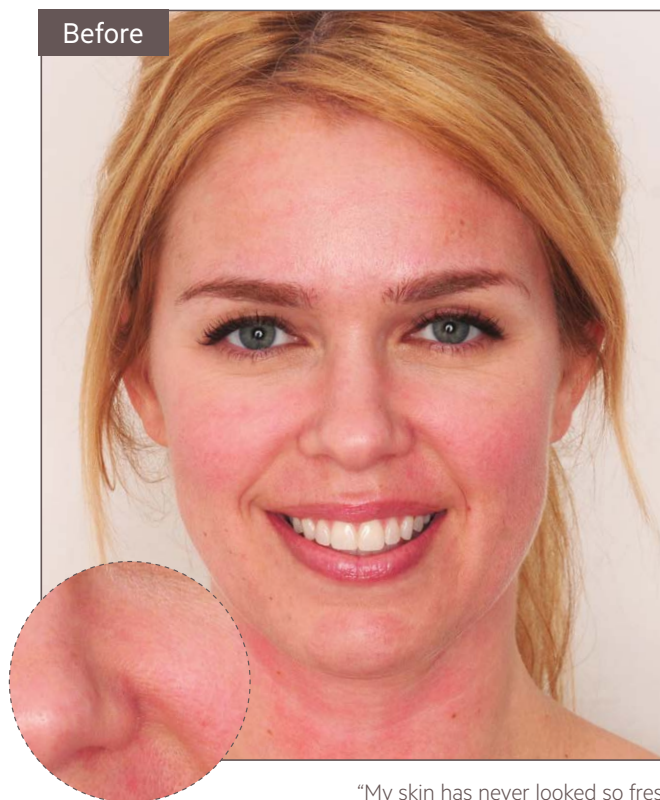
Caution: Consult a health care practitioner prior to use if you are pregnant or breastfeeding. If you have a liver or kidney disease or if you have been instructed to follow a low protein diet, consult a health care practitioner prior to use.

Known adverse reactions: May cause mild gastrointestinal disturbances.

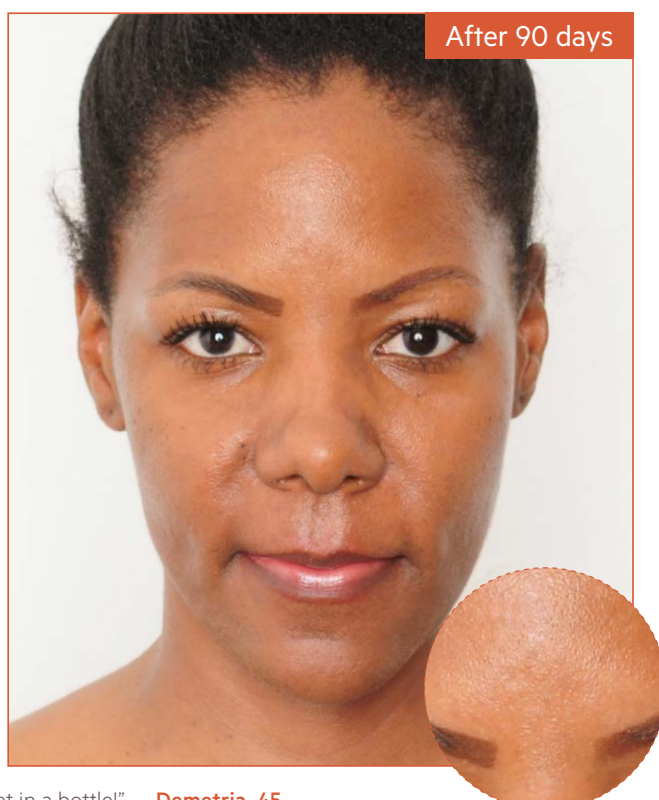
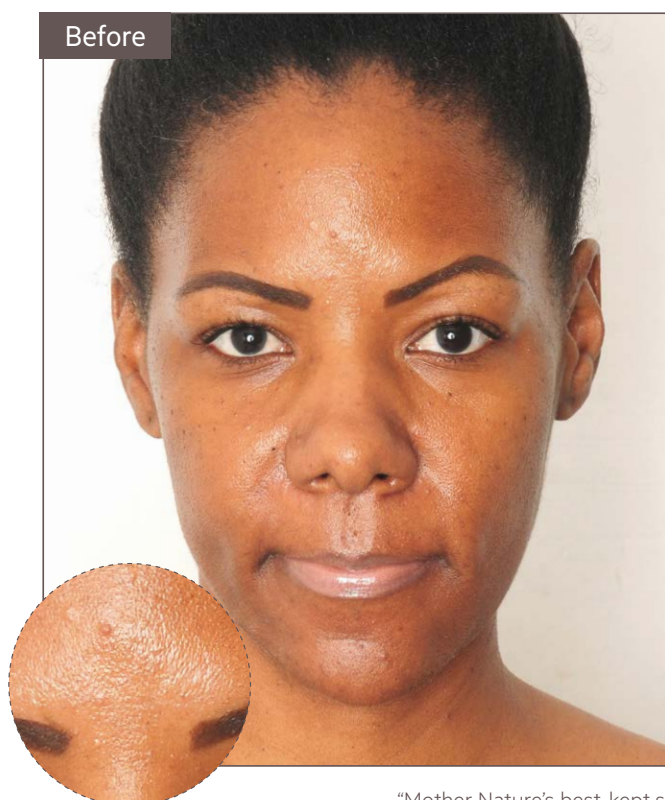
Retail: \$48 USD

Real Results

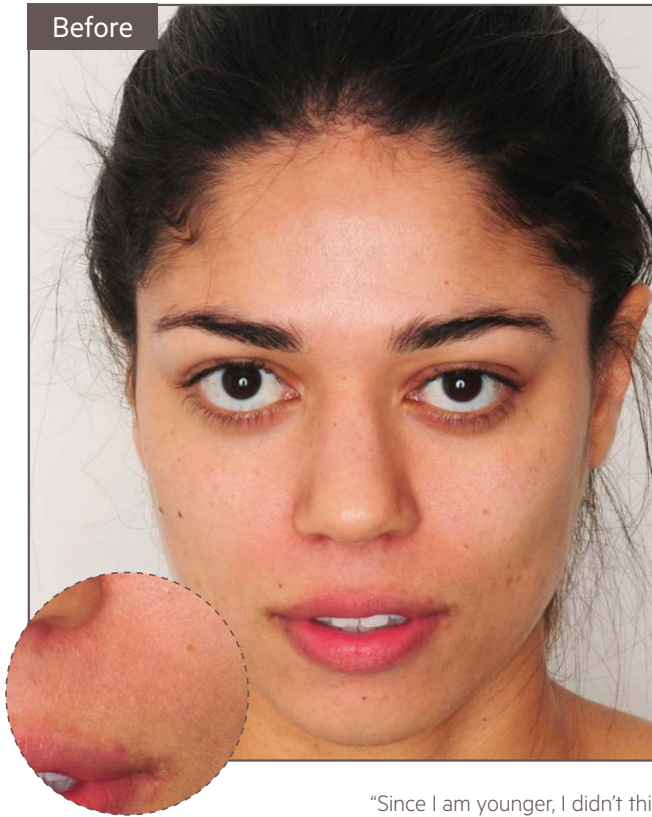
BEND BEAUTY | INFORMATION KIT



"My skin has never looked so fresh and glowy. The redness is gone and I feel so much more confident about myself!" — **Krista, 32**



"Mother Nature's best-kept secret in a bottle!" — **Demetria, 45**



Before

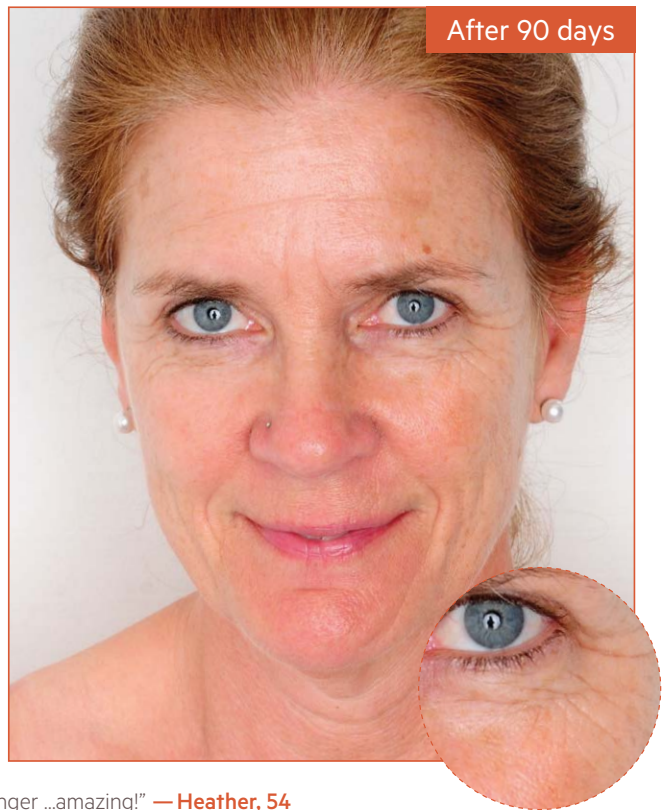


After 90 days

"Since I am younger, I didn't think the product would make much of a difference on my skin. I was willing to try and was amazed when I saw how much my skin had improved in the after shots." — **Aisha, 24**



Before



After 90 days

"My skin feels smoother and younger ...amazing!" — **Heather, 54**

“Changing Beauty”

Skin Care | Moisturizers

9 Award-Winning Breakthrough Products That Are Changing Beauty

7/8

Best Anti-Aging Elixir: Ascenta Skin

What it is: A liquid oral beauty supplement that targets signs of aging with a combination of antioxidants, vitamins and essential omega fatty acids, at the deepest level possible. \$80, acentaskin.com

Why it's a Beauty Game Changer: Ascenta Skin claims to flood the skin with anti-agers like GLA, lutein, zeaxanthin and vitamin D to increase elasticity, firmness and even out tone and texture, and does even more by increasing hydration levels and acts as a sun-damaged defender.



Featured on Web March 2015 **NEWBEAUTY**



THE BEST ANTI-AGING ELIXIR

What it is: Different than your regular anti-aging products, which come in cream or serum form, this one is a liquid oral beauty supplement that targets signs of aging with a combination of antioxidants, vitamins and essential omega fatty acids, at the deepest level possible.

How to use it: Take one teaspoon of the grapefruit tangerine-tasting oil daily (one teaspoon contains 40 calories).

Why it's a breakthrough: Besides the fact that Bend claims to flood the skin with anti-agers like GLA, lutein, zeaxanthin and vitamin D to increase elasticity, firmness and even out skin tone and texture, it does even more: It also increases hydration levels and acts as a sun-damage defender. "Treating skin from an internal and external approach has received increased support scientifically in the last few years," says Dr. Chiu. "This product is high in omega fatty acids, which increases hydration, as well as anti-inflammatory effects. As with any oral supplement, it requires regular use over a period of time to see improvement."



Featured in the Winter 2015 issue of **NEWBEAUTY**

YOUTH IN A PILL

Stop signs of aging from the inside out.

BY WENDY LEE HYNES

Since a topically focused skincare routine can't solve everything, we know you'll love this supplement for your complexion from Bend Skincare! With **Bend Skincare Anti-Aging with UV Defense** (\$80, bendbeauty.com), you can reduce visible signs of aging with six active ingredients that work from the inside

out. EPA, DHA, GLA, zeaxanthin, lutein and vitamin D work together in an oral pill so that the skin's deeper layers can consume nutrients more effectively. The supplement hydrates skin and boosts firmness and elasticity while simultaneously controlling roughness, redness and inflammation. The bonus: Bend Skincare's Anti-Aging formula increases skin's resistance to UV damage by 83 per cent while reducing visible signs of sun damage. By taking four soft gel capsules daily, you'll begin to notice results after just two weeks. Full results are visible after three months, so get started!



HOT PICK

PHOTOS: THINKSTOCK

elevatemagazine.com

The screenshot shows a Glamour magazine article titled "3 Drinkable Supplements That I've Totally Fallen in Love With (Pretty Sure You Will Too)". The article features a photo of a Bend Beauty bottle and discusses the benefits of the Anti-Aging with UV Defense supplement. The article is dated December 5, 2015, and has 702 comments.

THE CANADIAN Gift GUIDE

Home Questions & Answers Categorically Speaking Winners Circle

ALL THAT SHE WANTS: GIFT IDEAS FOR HER 2016

Posted by [Canadian Gift Guide](#) on December 5, 2015 - 702 Comments

★★★★★ 4 Votes

Without fail, this ends up being my most popular post of the year – and for good reason. It's a huge gift guide packed with amazing gift ideas for women you can buy in Canada. And, as per tradition, I'm giving away everything I am featuring in this post. Interested? Read on to check out some of my top gift ideas for 2016 for women!



Bend Beauty Anti-Aging Formula – \$80 @ Thermae

Ah bliss. That's pretty much what you'll say every time you slather on this potent anti-aging formula, which is technically a digestible product to help you glow from the inside out. With six powerful active ingredients, you'll be wowed by the product's ability to turn back the clock. Plus, in a breakthrough clinical trial, users built up a higher resistance to UV rays by 83%. You can pick up this and tons of other get glowing and gorgeous gift ideas from Thermae, a Calgary-based cosmetic skincare clinic that tailors skincare programs to nurse your skin back to health, at any age. Consider picking up a few products from them this holiday season – and booking a consultation for a loved one while you're at it!



bend
B E A U T Y

Create a beautiful life



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