

ART – Ancient Secrets Plus High-Tech Science

Recovered accounts reveal that the most advanced civilizations of the ancient world—Egyptians, Greeks, Romans, and Chinese—relied upon the immense power of essential oils to regain, increase, or maintain health of the body and mind. Based upon cutting-edge scientific research, Young Living has combined these health secrets of the ages with the latest DNA research to produce a groundbreaking new anti-aging skin care system named Age Refining Technology (ART).

The original idea for the ART skin care line began over one year ago when Steve Pitcher, Young Living's Director of Product Development, met with Marc Ward, President of Wasatch Laboratories, to discuss the latest skin care technologies. As they talked, Steve and Marc discussed the possibilities of developing a revolutionary skin care product that implemented all the latest scientific advancements in DNA repair, collagen stimulation, and high-tech moisturizing. When Steve and Marc finished their discussion, they had mentally envisioned a skin care product so advanced and powerful that it would literally revolutionize the skin care world.

Gary Young, Young Living Founder and President, contributed to the conversations taking place between Steve and Marc by adding his input to this innovative project. As time passed, the dream of the revolutionary skin care product began to materialize. After Dr. Jamie Matta reported his astounding findings on the pharmacological properties of essential oils on DNA repair in relation to cancer and aging, Gary suggested that sandalwood and frankincense essential oils be added to the skin care formula. With this new enhancement, Steve and Marc knew they were very close to having the dream of a truly extraordinary skin care product become a reality. The final part of the puzzle came together when Gary recommended adding the superb moisturizing benefits of wolfberry seed oil to the mix.

The Executive Team quickly found just the right person to spearhead the new product line, Gina Killpack. Gina came on board as the Product Manager in August 2004 and immediately started conducting marketing research as well as searching for the right name. Safety and efficacy were of paramount importance to everyone involved as the skin care team continued to improve ART. Gina then organized a corporate focus group to test the new formulas, and the results were astounding! To see a before and after photo, please visit the ART website at <http://art.youngliving.com> or purchase the ART Skin Care DVD (code 3983) at www.youngliving.com.

John Roberts, Young Living's Creative Director, supervised the design work on the ART packaging and brochure. At the last possible moment, after numerous improvements, final packaging was approved and the bottles went to the printer in September. A week before the pre-launch in Nashville, due to regulatory issues, the name was changed from Age Reversing Technology to Age Refining Technology. The bottles were already being printed, but there was just enough time to re-design the individual boxes, brochure, and other packaging. At the same time, Thomas Durham, Media Production Manager, and the entire media crew were working feverishly to complete the ART video.

A few weeks before the Nashville Convention, Gary gave his final approval on the ART formulation. With the Nashville convention as a target pre-release date, the Young Living staff worked around the clock to make sure that the elegant ART packaging and innovative skin care product would be ready. It was all coming down to the wire as, at the last possible second, media department member Brian Paul was pulled from a plane headed to Nashville to make last minute changes to the ART video.

In the midst of all the hectic activity, Gina commented on how she had never seen a team of people work so well together for such an extended period of time to get a project completed. She said that she was amazed at the professional results achieved under such extreme circumstances. John stated that credit for the finished ART product and packaging should be shared by every department in the corporate office since they were all pulling together to make it happen. He said that even though the deadlines were tight and every step of the way there were difficulties, the Young Living team had succeeded in creating a world-class product that will dramatically increase the success of every Young Living distributor.

On October 8, 2004, Gary and Mary Young unveiled Young Living's exciting new Age Refining Technology (ART) skin care line at the company's Nashville East Coast Convention. As the gathered distributors recognized the business-building and life-enhancing power of the new skin care product, they stood and cheered enthusiastically for ART.

Sidebar:

Young Living has taken the finest ingredients and combined them with the latest skin care technology to create a system that works in harmony with your skin's natural ability to rebuild DNA and restore youthful skin. Age Refining Technology is the art and science of skin care.

ART promotes superior DNA repair with two innovative enzymes and a proprietary blend of pure essential oils, which can reduce premature aging of the skin. It includes:

- Photolyase, which is an enzyme that uses light to actively repair DNA segments in the damaged cell
- Endonuclease, which uses energy in our body to replace broken DNA segments
- Essential oils frankincense and sandalwood, which provide sustained and effective DNA repair of damaged cells
- An anti-aging peptide complex that includes Matrixyl™ 3000, which helps increase the density of the skin by producing collagen I, III, IV, and fibronectin by a factor of at least 200%

- Vitamin C, which, when combined with Matrixyl, produces a 50% increase in skin matrix regeneration
- The legendary wolfberry seed oil, for skin conditioning properties
- Laminar phase technology, which delivers an equal amount of the active ingredients on the surface of the skin and forms a barrier that allows greater penetration and efficacy. This same barrier also retains moisture and protects the skin from the environment
- Advanced liposome technology, which delivers ingredients faster and in greater concentrations to the lower layers of the skin.