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Phytotherapy Institute

The Beauty Inside & Out System: A Holistic Model Focused on Beauty Through Health

Beauty and health are synonymous.
A goal toward beauty is a goal toward health.
When the body and the mind are in a healthy state, the skin, hair, nails and your overall appearance will radiate to become an outward expression of this inner vitality.

Beauty and a vibrant and healthy complexion are achieved through a system that incorporates complete and integrative health.



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The Integrative Beauty Inside & Out System


- Diet
- Supplements
- Topical nutrients
 - spa treatments and skin care
- Essential oils
- Healthy lifestyle, exercise and meditation
- Environment



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Benefits of the Beauty Inside & Out System

- Relaxation and stress relief
- Overall health, wellness and balance of all body systems (not symptom specific)
- Prevent and reverse disease and damage due to aging
- Relieve sensitive, acneic and other common skin conditions
- Protection and reversal from UV damage
- Maintain healthy youthful skin
- Emotional and hormonal balance

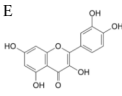


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Beauty Inside & Out Phytochemicals & Nutrients

Health providing compounds found in foods, herbs :

- Vitamins, enzymes, amino acids and minerals
- Polyphenols (phenolics)
 - Flavonoids, phenolic acids, stilbenoids
- Terpenes (Isoprenoids)
 - Carotenoids, essential oil compounds, Vitamin E
- Organosulfur
 - Sulforaphane, allicin
- Polysaccharides (glycosaminoglycans)
 - Hyaluronic acid, tamarind seed gum, N-acetylglucosamine




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The Beauty Inside & Out Rainbow Diet


- Whole food, organic & variety of colors
- preferably at least 50% raw

The same phytonutrients found in the Rainbow Diet are also the ingredients used in your supplements and skin care in the form of whole foods, nutrients, concentrates and extracts.



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Beauty Inside & Out Foods






- **Wild Salmon** - Easily digestible animal protein, high in Omega-3 fats, contains the powerful antioxidant astaxanthin
- **Eggs** - High quality animal protein, vitamin D, antioxidants lutein and zeaxanthin, contains sulfur, B vitamins and other minerals and vitamins
- **Barley, Buckwheat, Quinoa** - Highly nutritional and a good source of minerals, protein and fibers.

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Beauty Inside & Out Foods



- **Kale** - Great nutritional value and detoxifying action. Rich in chlorophyll, antioxidant phytonutrients and vitamins
 - zeaxanthin, lutein, sulforaphane, Vitamins C, E and K
- **Cucumber** - Hydrating and provides silica for strong hair, skin and nails 
- **Tomato** - A powerhouse antioxidant and anti-inflammatory food, with UV protection.
 - Lycopene and a synergy of phytonutrients and vitamins
- **Sprouts** - Highly nutritious and a good source of enzymes. 


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Beauty Inside & Out Super Foods, Beauty Drinks & Bars


“Superfoods” include antioxidant dense greens, fruits and berries for example:



- Chlorella
- Acai
- Noni
- Blueberries
- Pomegranates

The new “beauty within” category highlights the use of superfoods in beauty bars and drinks to enhance the care of the skin and for their anti-aging effects.

Beauty Inside & Out Superfoods

- **Berries** - Powerful antioxidant/anti-inflammatory action.
 - Variety of polyphenols - flavonoids, anthocyanidins and proanthocyanidins
- **Green Tea** - Polyphenol rich for immune stabilizing effect, antioxidant protection and anti-inflammatory
 - catechin polyphenols, particularly epigallocatechin gallate (EGCG)
- **Grapes (Wine)** - Offers the “French paradox” health protection and longevity with the phytochemical resveratrol
 - Resveratrol, proanthocyanidins and other antioxidant polyphenols
- **Chocolate (Cacao)**- Antioxidant, anti-inflammatory and very nutritious and “blissful” when eaten as raw cacao. 
 - Polyphenols, epicatechins, alkaloids, theobromine, minerals, “feel good” chemicals (phenylethylamine, tryptophan)

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Beauty Inside & Out Supplements

Vitamin, mineral and herbal supplements are vital for a complete health and beauty program.




Whole food type vitamins and supplements are best

- mimic the natural occurrence of vitamins in food.

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Beauty Inside & Out Supplements

- Multi Vitamin/Mineral - Benefit overall health status. Preferably a food based vitamin
- Omega- 3 Fatty Acid - Immunity, cardiovascular, nervous system and skin
 - Fish oil, krill, hemp or flax seed oil
- MSM (methylsulfonylmethane) - connective tissue healthy collagen, elastin and keratin
- Probiotics - Important beneficial bacteria with many protective functions including skin status reinforcement




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Beauty Inside & Out Supplements

Supplemental antioxidants prevent an excess of free radicals and protect skin and body from UV, environmental and age-related damage.


- Vitamins C, E and A (as beta-carotene)
- alpha-lipoic acid, co-enzyme Q10, glutathione, resveratrol, and superoxide dismutase



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Beauty Inside & Out Supplements

- High quality concentrated extracts of polyphenols, flavonoids and carotenoids
 - Lutein, zeaxanthin, lycopene, quercetin
- Supercritical carbon dioxide (CO₂) extracts or herbal tinctures
 - Ginger, turmeric, astaxanthin, rosemary, holy basil, cinnamon, sea buckthorn, rosehip seed



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Prevention of Advanced Glycation Endproducts (AGE)

The accumulation of AGE due to non-enzymatic glycation of proteins has been implicated in several pathophysiologies associated with aging

- Extracts of **ginger, cumin, cinnamon, black pepper** and **green tea** were found to be effective in the prevention of AGE formation

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Essential Oils for Beauty Inside & Out

Essential oils have holistic capabilities, treating physical conditions and the skin while simultaneously helping to bring balance to the mind and emotions.



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Essential Oils for Beauty Inside & Out

Essential oils have diverse and powerful therapeutic properties to benefit skin and beauty

- Antioxidant
- Anti-inflammatory
- Anti-microbial
- Detoxifying
- Regenerative
- Rejuvenating



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Essential Oils in the Beauty Inside & Out System

Essential oils help to bring balance to the mind and emotions.

- Stress and anxiety
- Depression
- Insomnia
- Hypertension
- Meditation
- Mental fatigue



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Beauty Inside & Out Essential Oils

- Cape Chamomile (*Eriosephalus punctulatus*)
 - anti-inflammatory, stress reducing, soothing to the skin and spiritually uplifting
- Cedarwood (*Cedrus atlantica*)
 - antiseptic, astringent, skin strengthening, emotionally stabilizing, autonomic nervous system balance
- Eucalyptus (*Euc. Globulus, Euc. smithii* or *Euc. radiata*)
 - antibacterial, antifungal, antiviral, decongestant, expectorant
- Frankincense (*Boswellia carterii*)
 - cytophylactic (cell regenerative), astringent, protection and reversal of UV damage and melanoma, heals many skin conditions, meditative
- Grapefruit (*Citrus paradisi*)
 - antiseptic, antiviral, diuretic, detoxifying, lymphatic support, uplifting

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Beauty Inside & Out Essential Oils

- Lavender (*Lavandula angustifolia*)
 - do-all multi-dimensional healing capabilities, antimicrobial, antispasmodic, heals burns, cuts, scrapes and bites, stress relief, insomnia
- Peppermint (*Mentha piperita*)
 - cooling (fever, heat), increase blood flow to the skin, relieve congested skin and acne, pain relief (analgesic), mental stimulant
- Rosemary (*Rosmarinus officinalis*) verbenone type
 - antiseptic, cytophylactic, clears mucous, supports liver
- Ylang Ylang (*Cananga odorata*)
 - antiseptic, aphrodisiac, euphoric, balance sebaceous glands, hypotensive in anxious conditions

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Beauty Inside & Out Essential Oils


- Everlasting - (*Helichrysum italicum*)
 - cytophylactic, anti-inflammatory, powerful skin conditioner, scars and wrinkles
- Rose (*Rosa damascena*)
 - multi-dimensional healing and emotional balance, excellent conditioning and regeneration of damaged and aging skin

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Topical Nutritional Skin Care for Beauty Inside & Out

Rainbow Diet antioxidants, nutrients and therapeutic compounds offer wide ranging benefits to a Beauty Inside & Out topical skin care program.

Repeat the same therapeutic nutrients and extracts found in the diet, beauty bars/drinks and supplements. This is a consistency that will provide the most effective, results driven, Beauty Inside & Out system.



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Whole Food Type Facial Treatment Serum Ingredient List

Extra Virgin Coconut Oil, Rosehip Seed Oil, Blackberry Seed Oil, Raspberry Seed Oil, Cranberry Seed Oil, Avocado Oil, Olive Oil, Calophyllum Inophyllum Oil, Aloe Leaf Juice

Arnica Infused Olive Oil, Green Tea Extract, Rosemary Extract,

Methylsulfonylmethane (MSM), Alpha Lipoic Acid, Ascorbyl Palmitate (Esterfied C), d-Tocotrienol (Vitamin E), d-Tocopherol (Vitamin E), Rosmarinic Acid, Ursolic Acid

Therapeutic Essential Oil Complex, Rosemary Verbenone CO2 Extract, Trace Minerals, Astaxanthin CO2 Extract, Sea Buckthorn CO2 Extract

Vegetable Glycerin, Soy Lecithin (Non GMO), Citric Acid, Xanthum Gum
Pure Non-Denatured Grain or Grape Alcohol


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Protection from UV Damage and Photoaging

Botanical phytonutrients present in the common diet are capable of preventing UVR-induced skin cancer and photoaging. Studies show benefits from both consuming and topical use.

Increased serum levels must be achieved.



Daily consumption of tomato paste, providing about 16mg of lycopene, after 10 weeks prevented UV-induced erythema



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Protection from UV Damage and Photoaging


- Beta-carotene and astaxanthin
- Lycopene
- Resveratrol
- Green tea polyphenols, (-)-epigallocatechin-3-gallate
- Ginger and [6]-Gingerol
- Turmeric and curcumin
- alpha-Tocopherol (vitamin E)



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Protection from UV Damage and Photoaging

- alpha-Santalol (in sandalwood oil)
- Eugenol (in clove oil)
- Frankincense
- Copaiba Oil (*Copaifera officinalis*)
- Pomegranate seed oil
- Olive oil
- Polyunsaturated fatty acids (Omega-3, Omega-6)
 - Cranberry seed, Raspberry seed, Rosehip seed
- Sesame and sunflower



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Protection from UV Damage and Photoaging

Olive oil
oleic acid (oleamide), pressed, unrefined

Cranberry seed oil
omega-3 fatty acid, pressed, unrefined

Green tea
polyphenolics, tincture

Astaxanthin
carotenoids, CO extract

Essential oil blend
geranium, sandalwood, frankincense, copaiba, clove

D-alpha-tocopherol
isolate

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Beauty Inside and Out Menu and Services

The 4 categories for menu, retail and merchandising:

- Diet and Superfoods
- Supplementation
- Essential Oils/Aromatherapy
- Topical Nutritional Skin Care

In addition, these areas of holistic health may be included

- Lifestyle
- Mind/Emotions

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Beauty Inside and Out Retail and Merchandising

Retailing and merchandising can be very simple by segmenting for Beauty Inside & Out

- Beauty Foods (bars and drinks)
- Beauty Supplements
- Essential Oils/Aromatherapy
- Nutritional Skin Care

Important!
For consistency in message, select products with a consistency in ingredients throughout each segment.
This will help the concept to become easy to understand and recommend.

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Beauty Inside & Out Business Model

The Beauty Inside & Out system, when properly incorporated into a treatment, retail and business model will create

- outstanding and effective treatment results
- a happy, healthy and satisfied clientele
- a successful business model for the esthetician and spa.



THANK YOU

JIMM HARRISON
Phytotherapy Institute

info@jimmharrison.com
617.650.3206

Beauty Inside & Out Consulting and Development
Education and Workshops:
Essential Oils and Aromatherapy; Holistic Beauty; Botanical Skin Care
