

# The Skin Care Industry's Billion Dollar Lie

by Al Sears, MD



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# Meet Dr. Al Sears, M.D.

## Uniquely Qualified to Keep You Healthier for Life



**D**r. Al Sears, M.D. is a medical doctor and one of the nation's first board-certified anti-aging physicians. Dr. Sears is also a board-certified clinical nutritionist, strength coach and ACE-certified fitness trainer. He enjoys a worldwide readership and has appeared on more than 50 national radio programs, ABC News, CNN and ESPN.

In his first book, *The T-Factor, King of Hormones*, Dr. Sears perfected the use of natural and bio-identical testosterone boosters to help men restore the drive, ambition, muscle strength, vitality and sexual performance of their youth.

Dr. Sears followed up with *12 Secrets to Virility*, a full-blown strategy for male performance that includes his own patient-tested protocols for successfully dealing with men's health concerns like fighting excess estrogen, protecting the prostate, eliminating fat gain and keeping a sharp mind and memory.

In 2004, Dr. Sears was one of the first to fight against the conventional belief that cholesterol causes heart disease, proving that cholesterol is not the cause, but the part of the body that heart disease acts upon. In *The Doctor's Heart Cure*, Dr. Sears offers an easy-to-follow solution that effectively eliminates your risk of heart disease, high blood pressure and stroke.

In 2006, Dr. Sears shocked the fitness world by revealing the dangers of aerobics, "cardio" and long-distance running in his book, *PACE: Rediscover Your Native Fitness*. (2nd edition published in 2010 as *PACE: The 12-Minute Fitness Revolution*.)

Expanding on the fitness principles in *The Doctor's Heart Cure*, he developed a fast, simple solution to restore muscle strength, guard against heart attack and burn excess fat. Today, PACE is practiced by thousands of people worldwide.

In 2010, Dr. Sears made history by bringing telomere biology to the general public. As the first U.S. doctor licensed to administer a groundbreaking DNA therapy that activates the gene that regulates telomerase, his breakthrough *Reset Your Biological Clock* shows how anyone can preserve the energy of youth by controlling the length of your telomere, the true marker of aging.

By exposing the flaws of mainstream medicine and pioneering new solutions through innovative approaches to exercise, nutrition and aging, Dr. Sears continues to

empower the lives of his patients and readers through his books, newsletters and regular media appearances.

Dr. Sears owns and operates a successful integrative medicine and anti-aging wellness center in Royal Palm Beach, Fla., and has seen more than 25,000 patients. Dr. Sears also publishes a monthly e-newsletter – *Confidential Cures* – and daily e-mail broadcast – *Doctor's House Call*.

An avid lecturer, Dr. Sears regularly speaks at conferences sponsored by the American Academy of Anti-Aging Medicine (A4M), the American College for the Advancement of Medicine (ACAM) and the Age Management Medicine Group (AMMG).

As part of his ongoing research, Dr. Sears travels the world in search of herbs, novel cures and traditional remedies. Meeting with doctors and healers, Dr. Sears has brought back and revitalized much of the traditional knowledge considered endangered in today's modern world.

During an expedition to the Peruvian Andes, Dr. Sears brought back nutrient-dense oil made from the Sacha Inchi nut, containing the highest plant source of heart and brain boosting omega-3 fatty acids.

In India, Dr. Sears studied at the oldest existing school of Ayurvedic medicine, the ancient Indian healing tradition, and was tutored by Ayurvedic doctors on the use of potent Indian herbs used to treat heart disease, cancer and Alzheimer's disease.

While trekking through the Amazon Rainforest in Brazil, Dr. Sears lived among the native Ashaninka Indians, incorporating their ancient knowledge of healing herbs into his own nutritional supplement formulas.

In Jamaica, Dr. Sears met with the last living healer from the ancient and forgotten lineage known as the Maroons. Coming from West Africa 500 years ago, their knowledge was on the brink of extinction until Dr. Sears published a book showcasing their unique herbs and healing formulas.

With a life-long interest in botany, herbology, physiology and anthropology, Dr. Sears has a unique capacity to investigate the evidence behind the stories and claims of traditional medicine from native cultures around the world.

As a graduate from the University of South Florida College of Medicine, Dr. Sears scored in the 99th percentile on his MCAT and graduated with honors in Internal Medicine, Neurology, Psychiatry and Physical Medicine.

## The Skin Care Industry's Billion Dollar Lie

Both My Wellness Clinic and my non-profit research center are headquartered in Florida, the Sunshine State. Plentiful sunlight's one of the main reasons people come here. Yet many of them – including a lot of my patients – avoid the sun like the plague. They live in constant fear of skin cancer. They hide out from the sun. And if they have to be in the sun, they think their only option is to cover themselves with chemical sunscreens.

This is somewhat understandable. The multi-billion dollar skin care industry, with the help of the mainstream medical establishment and the media, has everyone convinced that the sun is Enemy Number One when it comes to skin health.

Here's what you won't hear: sunlight's good for your skin and critical to your overall health and well-being. Get enough of it, and you'll actually reduce your risk for a wide range of cancers.

What sunscreens are very good at is blocking UVA rays. Yet even that presents a problem, because your skin needs exposure to UVA rays to make vitamin D.

That's a huge problem, because vitamin D is a vitally important nutrient that insures healthy function in just about every system in your body. Vitamin D's also the most potent cancer fighter in the world.

A report came out of a Nebraska university showing that vitamin D has the potential to lower the risk of all cancers in women over 50 by 77 percent.<sup>1</sup> And in a study published in the journal *Anticancer Research* last October researchers found that sunlight – about 20 minutes a day for fair-skinned people, and two to four times that much for those with dark skin – can reduce the risk of death from 16 types of cancer, in both men and women.<sup>2</sup>

Sunscreens rob you of all these health benefits. And that's just the tip of the iceberg. Here are a few more important functions sun lotions deny your body when they prevent sun from activating your skin's vitamin D factory:

<b>Activated Vitamin D</b>	<b>The Problem</b>	<b>Vitamin D's Solution</b>
Protects you from cardiovascular disease and arthritis	Your body is producing too much of a protein that causes tissue inflammation	Turns off the gene that makes it
Controls your blood sugar	Your pancreas needs to produce more insulin to control blood sugar	Turns on the gene to make more insulin
Regulates your blood pressure	Your kidney produces too much of a certain protein that raises your blood pressure	Turns off the gene that makes that protein

Helps prevent cloudy thinking and depression	Your brain is not making enough neurotransmitters	Increases production of the enzyme you need to make these neurotransmitters
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### Look for the Hidden Dangers

Not only do they block key skin-based activity that promote health and well-being – there are many common chemicals in most commercial skin care products that actually cause skin cancer and other serious health problems.

The list is long and the names are hard to pronounce, but if you check the label, I’m sure you’ll find several of them in your favorite brands. Here’s a “top-ten” list of the most toxic types of substances in skin care products my Wellness Research team’s identified – and the dangers they pose to your health:

	CHEMICAL INGREDIENT	HEALTH THREAT
1.	<b>PEG, polysorbates, laureth, ethoxylated alcohol</b>	potent carcinogens containing dioxane
2.	<b>Propylene glycol</b>	dermatitis, kidney and liver abnormalities, prevents skin growth, causes irritation
3.	<b>Sodium laurel, lauryl sulfate, or sodium laureth sulfate (sometimes labeled as “from coconut” or “coconut derived”</b>	combined with other chemicals, it becomes nitrosamine, a powerful cancer-causing agent; penetrates your skin’s moisture barrier, allowing other dangerous chemicals in
4.	<b>Parabens</b>	“endocrine disruptors,” these gender-bending chemicals mimic estrogen, upset your hormonal balance, and can cause various reproductive cancers in men and women
5.	<b>PABA (also known as octyl-dimethyl and padimate-O)</b>	attacks DNA and causes genetic mutation when exposed to sunlight

6.	<b>Toluene, also called benzoic, benzyl, or butylated hydroxtoluene</b>	anemia, low blood cell count, liver and kidney damage, birth defects
7.	<b>Phenol carbolic acid</b>	circulatory collapse, paralysis, convulsions, coma, death from respiratory failure
8.	<b>Acrylamide</b>	breast cancer
9.	<b>Octyl-methoxycinnamate (OMC)</b>	Kills skin cells
10.	<b>Mineral oil, paraffin, petrolatum</b>	Coats skin like plastic and clogs pores, trapping toxins in, slows skin cell growth, disrupts normal hormone function, suspected of causing cancer

## **You Can Get Healthy Skin Naturally**

Skip the big commercial skin care junk across the board and focus on natural, healthy ways to promote skin health.

Antioxidants represent your first and best line of defense against all forms of skin damage, from age-related wrinkles, sunspots, and cancer to a clear and radiant complexion. They neutralize the action of “free radicals,” rogue molecules that bind to healthy cells, mutate DNA, and accelerate cell death.

These are your skin’s most potent allies against free radical damage. You’ll find all of them in supplement form in health food stores or on line:

**Vitamin C:** In addition to fighting the action of free radicals, vitamin C reduces inflammation and boosts immune response. Take 500 milligrams twice per day with food.

**Carotenoids:** Key antioxidants that not only promote skin health, they’re great for your eyesight and also lower your risk of lung and breast cancer. Be sure to look for “mixed carotenoids” when you buy. Take 2,500 IU daily.

**Vitamin A:** This is another fat-soluble vitamin in the carotenoid family. Take 2,500 IU per day.

**Vitamin D:** In addition to all the health benefits I outlined before, this is a powerful antioxidant. Take 1,000-2,000 IEUs per day.

**Vitamin E:** A major ally in skin health. I use 400 IU per day in my patients. Look for “vitamin E as mixed tocopherols” on the label. These are the organic compounds most readily absorbed by your body.

**Alpha Lipoic Acid:** “The universal antioxidant,” ALA fights free radicals in both the fatty and watery tissues of the body. It also recycles and extends the life of other antioxidants like vitamins A, C, and E. Take 100 mg per day from the alpha lipoic family.

**CoQ10:** A critical antioxidant every cell in your body needs to convert fuel into energy. Take 30 mg per day, 60 mg if you’re over 60.

Look for skin care containing natural ingredients like plant-based oils (palm, coconut, and jojoba are all great for your skin). These are rich in “phyto-nutrients,” antioxidants, and amino acids – the basic building blocks your skin needs to regenerate, heal, and grow.

Extract from the Aloe Vera plant soothes skin and protects against sunburn. And, mango butter acts as an effective sun blocker without poisoning your skin.

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<sup>1</sup> Lappe et al, “Vitamin D Status in a Rural Postmenopausal Female Population,” *Journal of the American College of Nutrition*, 2006; 25(5):395-402.

<sup>2</sup> Grant WB et al, “The association of solar ultraviolet B (UVB) with reducing risk of cancer: multifactorial ecologic analysis of geographic variation in age-adjusted cancer mortality rates,” *Anticancer Research*, 2006; 26:2687-2700.