

# THE EMPIRE

HAUTE COUTURE DE LA NATURE

NOĒSA

Everybody's skin has to deal with two problems:

1. The biological aging of the human body.
2. The situational blockade of the mitochondria in the cell nuclei of the skin.

The first problem is universal. Everyone ages. There is no prescription against this. You can merely positively influence the progress of aging. This is the central idea of all anti-aging products. NOESA has several products in its portfolio that are very effective for this.

The second problem is completely different. This involves the negative drift of the cells during the so-called cell split cycle. This refers to the fact that a continuous process of cell reproduction takes place in everyone's skin; this is interrupted only briefly, in the so-called M phase. This is the phase during which the cell nucleus splits into two units (cell division). In this way, new cells are constantly created.

So there is a continuous stream of births in the cell System (epidermis). This stream of births is

#### **the source of cell youth.**

As a result: regardless of the biological age of your body and skin, a level of youth exists at any time ... in everyone's skin. This level defines the current individual and vitality of the skin ... in other words, what the eye perceives as beautiful skin.

The stream of cell youth is decisively controlled by the mitochondria (the energy factories of the cells). And the mitochondria are strongly influenced by the interaction of two attractors:

#### **Interactions**

the source of cell youth.  
Interactions Balances  
The exchange between the epidermis (surface of skin) and the dermis (depth of skin)

#### **Balances**

The quality of the inner energy and the inner Information within the M phase



In summary, this results in the following objectives for improving the current beauty of the skin (daily beauty Status):

- We must promote and improve the work of the mitochondria on a broad scale:
  - This is possible only by having an effect inside the cell nucleus. NOESA has developed a one-of-a-kind combination of DANADEM and ALCHEMETICS for this. In other words, true cell care with an effect deep in the skin: „Cell care instead of skin care.“
- We have to improve the interaction between the epidermis and the dermis by breaking down everything that blocks this interplay as far as possible. What are the blockers? The daily Stresses. They can be classified into 3 categories:

Stress Type 1 — Over-irritating Stresses (nervous skin)  
→ They create skin irritations (irritated look).

Stress Type 2 — Over-loading stresses (burn-out skin)  
→ They create a tired appearance (weak look).

Stress Type 3 — Poisoning stresses (toxic skin)  
→ They create the loss of radiance (no glamour look).

- We must establish the continuity of perfect balances, i.e. the harmony between energy streams and Information streams. This must be accomplished continuously because the M phase also takes place continuously within the skin cells:

- Therefore, we need impulse substances (active agents) that are able to build up a high and stable level of re-balancing in the skin.

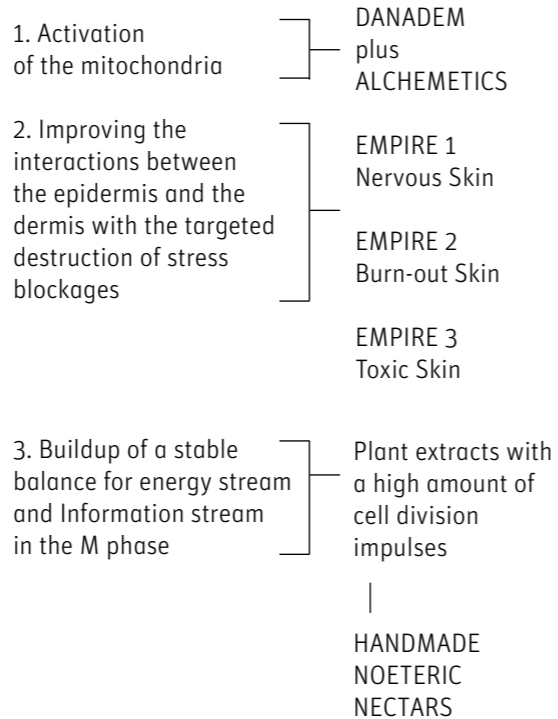
- For this reason, NOESA has developed a Special set of plant extracts to activate cell division.

Taking all these aspects together, we get the following picture:

- Anti-aging is good. But it is even better if we additionally activate the stream of cell youth and care for it every day. For this reason, there is EMPIRE from NOESA.

- Any woman can significantly raise the level of cell youth in her skin.

- The interplay of three strategies is required for this:



## EMPIRE

Wake-up Lotion  
with DANADEM®  
and ALCHEMETICS® Type 11  
40 ML 1.3 FL. OZ.  
MADE IN GERMANY - BERLIN  
WWW.NOESA.COM

EXCLUSIVE  
LIMITED SIGNATURE PRODUCT  
HANDMADE  
NOETERIC NECTARS  
FOR A BETTER STREAM  
OF YOUTH IN YOUR  
SKIN

#1 FOCUS: NERVOUS SKIN  
#2 FOCUS: BURN-OUT SKIN  
#3 FOCUS: TOXIC SKIN

### What is the effect of EMPIRE?

What is the effect of EMPIRE?

- The daily condition of your skin is visibly improved ... more vital force in the cells.
- The „Now“ of your skin becomes more attractive due to the activated stream of cell youth.

### Application

- EMPIRE is a lotion that is easy to apply.
- Ideally, you should apply it right after cleansing your skin, both
  - mornings
  - as well as
  - evenings.



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