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## Revolutionary New Formula Helps Ward Off Wrinkles And Benefits Your Joints And Arteries

One of the first external signs of ageing shows in our skin. Gradually, it becomes thinner, less elastic and develops lines and wrinkles – not a sight that anybody welcomes when they look in the mirror! These visible signs are the result of changes that take place in the skin's connective tissue, particularly the fibres of collagen and elastin that give skin its structure. Although such changes are a normal part of the ageing process, they can be accelerated by overexposure to the sun (ultraviolet rays), smoking, consuming too much alcohol or eating a poor diet.

Skin ageing is not just a cosmetic problem; it also reflects changes that are taking place to connective tissues throughout the body. These tissues are involved in many functions, including healing and regeneration, movement and immune response. Connective tissue degeneration can therefore lead to multiple dysfunctions in the body, such as aches and pains, stiff joints and increased risks of heart disease and osteoporosis.

Fortunately, an innovative new formulation called Fransil Cream – which is based on organic, bio-activated silicon and other essential mineral elements – can make a real difference to the way your skin looks, and at the same time can help ease painful joints and keep arteries healthy.

Fransil Cream has been designed specifically to protect and regenerate collagen and elastin fibres, the essential constituents of the skin's connective tissues. As well as being present in your skin, connective tissues also constitute the major part of your joints, bones and cardiovascular system. Protecting your connective tissues from damage is one of the most important steps you can take to ward off both the visible signs of ageing and its hidden health consequences.

### Unique form of silicon blocks free radical damage and promotes new collagen production

The appearance of wrinkles in the skin as a person gets older is due mainly to declining levels of collagen and elastin. The skin cells gradually become less able to produce these vital compounds while, at the same time, the damage done by free radicals (often referred to as 'oxidative stress') mounts up and accelerates the breakdown of collagen and elastin. In fact, a vicious cycle is set up where the peptides formed from the breakdown of elastin activate inflammatory processes, promote the formation of more free radicals and stimulate the release of enzymes that accelerate the destruction of connective tissues<sup>1</sup>.

The ingredients in Fransil Cream have been carefully chosen and tested to combat skin ageing in two ways – by preventing damage to collagen and elastin fibres in the skin and by boosting their production. The main component is a special form of the mineral silicon, called monomethylsilanetriol. This form of silicon is easily absorbed into the skin and its activity in the Fransil formulation is enhanced many times over by a patented chemical process called bio-activation.

The skin is an organ that contains, and has a particular need for, a large amount of silicon. However, it has been estimated that skin silicon levels reduce by around 80 per cent between adolescence and old age. Silicon is essential for the formation of collagen and elastin, in cells known as fibroblasts, deep in the dermis (the

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1. Péterszegi G, Robert AM, Robert L. Presence of the elastin-laminin receptor on human activated lymphocytes. C R Acad Sci III. 1996; 319(9):799-803

lower layer) of the skin. Silicon is both a structural component of collagen and elastin and a co-factor for prolylhydroxylase, a key enzyme involved in their production. In addition, silicon is important for the process of cell division, by which new fibroblasts are formed. It is silicon that essentially gives skin its structure, elasticity and suppleness, its ability to heal and its freedom from wrinkles.

## **The rejuvenating minerals in Fransil get right where they are needed – and fast**

The unique chemical form of silicon in Fransil Cream is able to penetrate right inside the fibroblast cells, to promote their production of collagen and elastin. It's also a powerful antioxidant in its own right and has been shown to protect fibroblast cells from the free radical damage caused by ultraviolet radiation, restoring their activity to the same levels seen in cells not exposed to UV radiation<sup>2</sup>.

Bio-activated monomethylsilanetriol is not only a highly effective vehicle for delivering silicon where it is needed, inside the fibroblast cells, but it also has the ability to act as a carrier molecule for other minerals involved in connective tissue structure and health and to potentiate the activity of these minerals. For this reason, Fransil Cream also includes copper, zinc, manganese and cobalt.

Copper, zinc and manganese all play important roles in the formation of collagen and other connective tissue components, but they are commonly deficient in modern diets<sup>3</sup>. These three minerals are also essential for the functioning of the body's major antioxidant system, which involves a

molecule called superoxide dismutase, or SOD. This is the main means by which free radical damage to the skin (which causes wrinkling and ageing) is prevented. Cobalt is essential for the formation of vitamin B12, which is involved in collagen production and in the health of the cardiovascular system.

The copper, zinc, manganese and cobalt in Fransil are all in the chemical form of gluconates, which are highly soluble and bioavailable. Thanks to the ability of bio-activated monomethylsilanetriol to pass through the skin barrier and into the underlying tissues and blood supply, the benefits of all of the minerals in Fransil are rapidly available to the deeper skin layers and to the connective tissues in the joints and arteries.

The oil used in Fransil Cream is natural jojoba oil, one of the finest anti-ageing skincare ingredients available. The chemical structure of jojoba oil is almost identical to that of the sebum naturally produced by glands in the skin. Jojoba oil is an exceptionally effective moisturising agent that doesn't block the skin pores. Fransil Cream contains no mineral oil, parabens or other potentially toxic ingredients.

## **What to use for best results**

Fransil Cream is not sticky or greasy and is rapidly absorbed into the skin. Fransil Cream should be applied morning and evening to clean, dry skin, wherever the signs of skin ageing are noticeable.

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2. Int J Cosmet Sci. 2012; 34(4):311-317  
3. J Prolotherapy. 2011; 3(3):709-713