

Dr. Sara's

# 7 PROVEN POTIONS FOR AGELESS SKIN



No Matter  
Your Age!

Take the  
**FREE**  
Hormone  
Quiz  
(details Inside)

## SARA GOTTFRIED, MD

Founder of SaraGottfriedMD.com • Author of THE HORMONE CURE



**FACT: THIS QUIZ WILL CHANGE YOUR LIFE!**

# TAKE OUR FREE HORMONE QUIZ

Americans are the most over-medicated, overweight & chronically unhappy people on the planet. (Other Western countries aren't doin' so hot, either.)

The problem? Most doctors prescribe pills, shots & creams that only treat surface symptoms — not the root cause of your suffering. (Rather lame. And highly ineffective.)

It's time to take your health into your own hands — and do some pro-active investigation.

I've created a simple quiz — for ladies only — that will help you identify which of your hormones & neurotransmitters are rockin' steady, and which ones need TLC, immediately.

Once you know the chemical culprits that are making you feel crummy, you'll have a real chance at finding a cure. (And I'll give you a personalized list of options to explore.)

**Sara Gottfried, M.D.**



**Take the FREE Hormone Quiz now at:  
[www.saragottfriedmd.com/quiz](http://www.saragottfriedmd.com/quiz)**



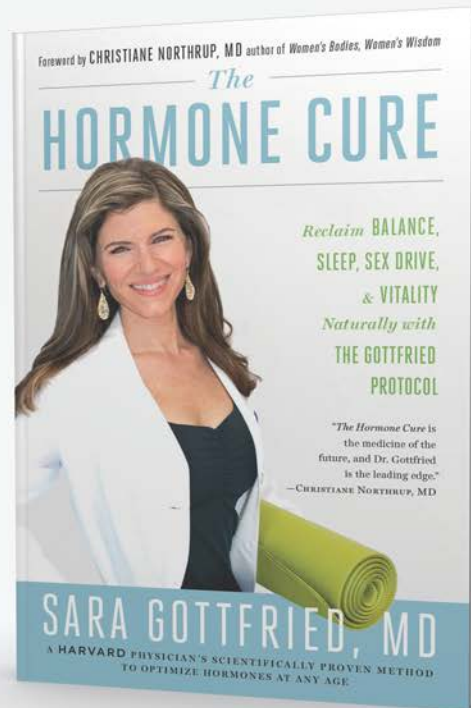
Dr. Sara Gottfried's much-anticipated book  
– **The Hormone Cure** – arrives in book stores everywhere March 12, 2013...

## ORDER YOUR COPY NOW AND SECURE A JUICY BONUS!

When you say “yes” to choosing a copy of *The Hormone Cure* for your library you’ll be joining me and thousands of women across the globe on a path to natural hormone balance, wholeness and that magnificent feeling of your living as your best self!

We anticipate shipping the books on or about March 12, 2013. However, today you will receive instant access to the Part 1 of the book plus a complementary subscription to Juice, my bi-monthly email delivered newsletter with the up-to-the-minute tips to achieve natural hormone balance and vitality.

You’ll also receive a full access 1-month membership in Dr. Sara’s *Get Vital Stay Vital Inner Circle*. Your membership will automatically begin on the first day of the month after you purchase the book using the link below. This gives you time to get the book in your hands, start devouring the content and formulating your plan – which may lead to some questions that you’ll be able to get answers to as a member of my inner circle!



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# Dr. Sara's 7 Proven Potions for Ageless Skin (No Matter Your Age)

Until my early 40s, I didn't pay much attention to my skin. Yes, acne as an adolescent was a serious drag. But there was about 25 years in there where I had relatively good skin (OK, gigantic pores. *Zits before my period*). Didn't really pay much attention. But now I'm forty-five.



Suddenly, a close up shows a different story.

Overnight, I became like the subject of Denise Levertov's poem, *Seamed and Brown*. When I looked in the mirror, I couldn't believe what I saw. Crow's feet. Smile lines? That looks like a permanent crease on my brow!



**I thought...**

- *Maybe my lighting is not so good in my bathroom.*
- *Some new skin strategies (and products?) might be in order.*
- *I'm no longer thirty, flirty and thriving.*
- *Looks like I'm aging and I'm not a Botox type of a gal.*  
*Help!*



*A kind of sober euphoria makes her believe  
in her future as an old woman, a wanderer  
seamed and brown  
an old wine drinking woman, who knows  
the old road, grass-grown, and laughs to herself...*

**~ Denise Levertov, 1972**



When I first read Denise Levertov's poem at age 21, I looked forward to being seamed and brown. I thought of it as a loving, warm embrace of aging, emblematic of radical self-acceptance. But now I think differently. I know now that collagen, the structural support of the skin, takes a nose-dive of 2 percent per year after menopause, but there's a period of acceleration of 30 percent loss in the five years after menopause.

Is it too late for me to avoid becoming seamed and brown?



# With The Close-Up, The Truth: I'm Getting Older

Don't get me wrong. I love the usual trappings of being a forty-something: Caring less about what people think.

*Perfection is shallow, unreal, and fatally uninteresting.*

~ Anne Lamott

The sense of authenticity in my professional life. My domestic life and the kids getting older. Forty-five, flirty and thriving, right? But then there's the other side.

*The dark side.*

My skin had clearly undergone some changes that didn't coincide with this feel-good forties thing. I started to wonder if the days of smooth and radiant skin were behind me.

Looking back at my life so far, I realized that I had subscribed to the common myth that I didn't have to fret over wrinkles and aging skin until my forties or fifties. As I reviewed the science, I realized I was wrong. Really, we need to start caring and upping our game (a favorite game of mine called "radical prevention") in our 20s and 30s. It's in your 30s that sun damage starts to become more obvious, particularly on your chest and face. Sun damage, crow's-feet and creases between the eyebrows become more marked in your 40s. Your 50s and



beyond? Darling Reader, a trio of words come to mind: *Dry, dull and thin*, especially right after your last menstrual period (which is around age 51 here in the United States).

Was the damage done?  
Was I a hopeless case?  
The good news is that the answer is no. There is still time for me, and for you to save face, no matter what your age. We can turn this ship around. In my own life, I figured out a way to dramatically improve my skin. And I want to share it with you. But instead of thinking of me as a Harvard physician talking to you from on high, I have another idea: I want you to pretend **your fairy sexy godmother** just appeared.



Yes, the one with the magic wand.

She has the power to wave this wand and create the skin you want. Shall we begin?



# Feed Your Skin

You ask me for beautiful skin. When I wave my sexy fairy godmother wand, I won't fill your medicine cabinet with La Mer, transport you to the plastic surgeon, or give you a lifetime supply of gift certificates for advanced laser technology. Instead, I will tell you the answer to your skin woes: food.

I came upon this idea while reading the book *Feed Your Face* by Dr. Jessica Wu. At Harvard Medical School, Jessica was a beloved classmate — hilarious, unpretentious, and brilliant.

*Aging gracefully means taking care of your health and your skin, not simply giving up.*

~ Dr. Jessica Wu

In her book, Dr. Wu talks about how her skin problems began when she swapped eating the traditional Taiwanese food her family served and for eating American-style... This consisted primarily of junk food with her friends at lunch. Pizza and hamburgers became a nutritional staple. The result? *Acne. Bad, dramatic change in her complexion.*

At Harvard Medical School, Dr. Wu identifies the fact that there was very little education on about skin and nutrition. Women docs like Dr. Wu and me who were concerned about our own skin had to figure these things out. Is there a link between what you eat and what you see in the mirror? *Big*

**YES.** Certain foods are triggers for acne. Other foods are triggers for wrinkles. Food allergies commonly cause skin problems. Wine, and other alcohol, raises *cortisol* – the main stress hormone – causing more accelerated aging of the skin.

In fact, **the skin is a mirror of the aging process**, or the quality of your “neighborhood” in your body. Do you have a good neighborhood or a lot of crime and drive-by shootings?

Today we’ve moved beyond the usual discussion of how external factors such as sun damage, smog and smoking accelerates aging and can make your skin appear old, dry and dull. We’re onto what internal factors to tune into such as your hormones and genetics.



And while you may think that you can’t do much about genetics, the robust field of nutrigenomics is teaching us that food can significantly impact your genetic destiny. It’s almost as if food can become your skin’s ally...maybe even your fairy sexy godmother.



# A Moment of Science

But first, indulge me with a moment of science. I mentioned already that when you hit menopause, you lose far more of your collagen, but let's dish on what that actually means.

Collagen is the most abundant protein of your body. Collagen makes up the bulk of your flesh and connective tissue.

Fibroblasts are the main producers of collagen. (You'll need to know this in a moment.) What does collagen do? Collagen functions as “the beams in your house”—in other words it acts like girding, the internal and underlying structure for firm, resilient skin.

You're born with lots of collagen. That's why kids have such firm and springy skin. As you age the fibroblasts don't make as much collagen, and skin starts to thin, sag and wrinkle. At menopause, under the influence of less estrogen, collagen production drops significantly at a clip of 2% per year for the rest of your life. And that's on top of a big 30% dip in the first five years after your final menstrual period.



# The Bones Gotta Have It

While sagging skin is the most outward sign of accelerated collagen loss, internally there's more to the story. Your bones are another place where you need healthy collagen production to stay well-supported in the world.

Likewise, at menopause, you may lose 30% of bone density, so many of the same suggestions to keep your skin resilient also just might

encourage bone strength. You can even track this. I measure collagen levels in my concierge integrative medicine clients quarterly so that we can keep their collagen loss to a minimum, preferably with food and nutraceuticals. Only when needed, we'll use the smallest doses of bioidentical hormones.



# Heal Thyself

A further benefit of addressing collagen loss is that it helps you with wound healing. This may seem irrelevant but whether we're talking about small cuts and scrapes from cooking and hiking, or major surgery—trust me—it's relevant. Get your collagen working for you, not against you for your skin, bones and wound healing.

## The Scary Stress Story

Another problem with skin is the role of stress. Half of the patients in my concierge integrative medicine practice for women have skin problems, such as accelerated aging, dryness, eczema or irritation, usually related to stress and its effect on the function of the adrenal glands (located in your mid-back); especially the main stress hormone, cortisol.

Although your adrenals are tiny endocrine glands that sit way down there on top of your kidneys, they may significantly influence the look of your skin. When you are stressed your cortisol goes up. Your adrenals get depleted because they get hyper-activated to propel you into “fight or flight” mode. This can cause acne breakouts or other baffling skin reactions – all due to stress. High cortisol makes your skin very reactive, with rashes and weird irritations. Over time, when you have a





stress-crazed life, your adrenal glands can't keep up with the demand, and start to make less cortisol. Low cortisol can cause strange pigmentation of the skin, such as skin bronzing that can signal electrolyte problems.

Skin regeneration happens at night while you sleep. Elevated cortisol reduces skin regeneration and interferes with other important repair processes too, from refilling your energy tank to healing cells. Collagen is located in many places in the body beyond your skin—including tendon, ligaments, bone, cartilage, blood vessels, digestive tract, cornea of the eye, and even your intervertebral discs in your spine.

But get this: high cortisol, which is released in excess when you don't skillfully manage stress, causes a 10-fold *loss* of collagen in your skin compared to the collagen in your other tissues like bone and cartilage. In other words, your skin is 10 times more vulnerable to the effects of wayward cortisol than the collagen in the rest of your body.

You need normal cortisol levels, not too high and not too low, to prevent accelerated aging. Often people with skin problems have levels of minerals, such as copper, that are off. Read on to learn more about how to get the right amounts of minerals.

Your fairy sexy godmother wants this for you: Right size your cortisol. Not too high, and not too low. There are many ways to



do this, with how you eat, how you move and with supplements.

We all want to have glowing skin. Whether you are young and want to reduce acne or you're more mature and want to turn back time, how you feel on the inside and how you fuel your body affect how you look on the outside.

It's entirely possible to glow, but it's really an inside job. I believe that when you start by optimizing vitality, your skin will reflect this. Here are some proven potions for how to boost collagen with nutrient-dense food. These ideas—inspired by the work of Dr. Wu as well as Dr. Jonny Bowden, rogue nutritionist and David Wolf, nutrition beauty expert—will show you *how to eat* for optimal skin.



# 1. Eat more protein

## **The Science:**

Protein helps to prevent the destruction of collagen that starts in your 40s. The science relates to MMPs, or matrix metalloproteinases, enzymes activated by free radicals and too much sugar, which do something bad: MMPs destroy collagen.

Data from the University of Michigan shows that in addition to munching up your collagen like Pac-Man (remember that video game from the 1980s?) MMPs leave a trail of collagen fragments, which do a mind-flip on the normal collagen-producing cells, called fibroblasts. Suddenly your normal fibroblasts, under the influence of the collagen fragments, get confused and reduce their production of collagen. To make matters exponentially worse, these confused fibroblasts also start making more collagen fragments, so we have a “network effect” on our hands. It’s not a good network effect—basically sugar, free radicals and the MMPs they generate accelerate your loss of collagen.

Did I mention that you lose 30% of collagen in the first five years of menopause? Since collagen is a protein, you can stimulate collagen production by eating more protein, such as chicken, fish (I only recommend fish shown to be low in mercury), lean meats such as grass-fed beef, and high protein meat alternatives such as beans, quinoa and whole soy foods.



**The Solution:**

I recommend 0.75 to 1.0 grams of protein per pound of lean body mass. The higher range is for the more active folks, which I hope you are! For instance, I weigh 125 pounds and my body fat is 20%. That means my fat mass is  $(0.20) \times 125$  pounds or 25 pounds, and conversely, my lean body mass is 125 pounds – my fat mass (25 pounds) which is 100 pounds. So I aim for

approximately 90 grams of protein per day. For a ballpark, two eggs contain 12 to 16 grams of protein, depending on size. Four ounces of chicken contains 32 grams of protein. Make sense?


Your fairy sexy godmother wants you to eat more protein, because you need it to sustain your blood sugar fluctuations that tend to worsen at perimenopause, which for most women occurs between age 35 and 55. Protein evens out those fluctuations by giving you energy that is sustained over time.



## 2. Get your collagen co-factors on...

### **The Science:**

Other important micronutrients for collagen production include magnesium, Vitamin C and copper.



*The face is truly a canvas upon which our food choices paint an accurate picture.*

~ David Wolfe

Magnesium is a “co-factor” in your collagen factory, which in biochemistry means that it is a chemical compound that binds to an important protein (in this case, collagen) and is required for the protein’s biological destiny. I think of co-factors as helper molecules—they assist in biochemical reactions that are important to your skin and overall function of your body.

Vitamin C is needed to absorb sufficiently iron and for several important chemical reactions in the body, including production of not just collagen but also progesterone. You probably know it’s also an important antioxidant.

Copper is crucial not just to collagen production but also for your thyroid hormones, which control your weight, metabolism, energy and mood.

### **The Solution:**

**Magnesium:** The recommended daily allowance (RDA) for magnesium is 400mg. **Oat bran** contains approximately 220 mg of magnesium per one cup serving. Half a cup of **pumpkin seeds**, which I eat on my porridge twice per week, contains 369 mg of magnesium. (Want my latest porridge recipe? It's half quinoa flakes mixed with hemp seeds plus soaked chia seeds, chopped persimmon with blueberries, one tablespoon of coconut oil, and sometimes one scoop of vegan protein powder mixed with warm water.) I find that most people are deficient in magnesium and need to supplement. Take care, however: too much can cause a loose stool.

**Vitamin C:** I recommend 1000 to 2000 mg Vitamin C per day (2000 mg is considered the tolerable upper limit). Food is a great source. The richest concentration is found in two obscure fruits: the **Kakadu plum** (1000-5000 mg) and the **camu camu** (2800 mg), which you can often find at Asian grocery stores. More readily-found sources of Vitamin C include **papaya** (60mg in 100 gram





serving) and **raspberries** (30mg in 100 gram serving).

**Copper:** The current RDA is 2 mg per day. Foods rich in copper are **liver/pâté**, **oysters** and **sesame seeds**. One tablespoon of pâté provides 0.5mg of copper. Oysters vary, but wild-caught may contain up to 0.5mg each. One tablespoon of sesame seeds gets you 0.4mg of copper.



## 3. Get more omega 3s

### **The Science:**

According to omega 3s make your skin firmer and younger. Why? Because fish oil contains polyunsaturated fats, and these replenish the fats your skin loses as you age (which tend to cause dryness and flaking of skin). Studies have documented a strong connection between Omega 3 consumption and improvement of wrinkles after just a few months of supplementation.



### **The Solution:**

I consider omega 3s, particularly fish oil, to be a powerful supplement for many reasons; it's been proven to support mood, prevent heart disease and lower cortisol, your main stress hormone. Dr. Wu recommends eating fish (I'd add green-light only, according to the rating guide from the Blue Oceans Institute ([find it here](#)) which are low in mercury), flaxseeds, walnuts and olive oil.



## 4. Become a fiend for lycopene (eat tomatoes)

### **The Science:**

Scientists have known for a while that tomatoes, rich in lycopene, help to reduce UV damage from the sun.

Recently we learned that women who take a supplement with 60mg of lycopene, 60mg of Vitamin C and 50mg of soy isoflavones had significant improvements in several of the outcomes I'm newly interested in, namely: fine lines, elasticity and skin hydration. The duration of the study was six months.

Health and wellness expert Dr. Andrew Weil believes lycopene is one of the best anti-oxidants that you can get on your team, because it "quenches" free radicals which cause sun damage and accelerate the aging of your cells, skin and all.



**The Solution:**

Eat tomatoes! One of my clients in my concierge group coaching practice is living proof of the benefit of lycopene. Diane is a hard-core heirloom tomato devotee and as we studied her metrics, (the testing and measurement of her hormones, diet and overall body health) we found a fascinating result. We checked her telomeres, the caps on her chromosomes that keep her DNA from unraveling (and more importantly, the best biomarker we have for tracking biological age versus chronological age). We found that Diane is 20 years younger biologically than she is chronologically, and her skin shows it. Despite years at a stressful job, the way Diane ate made a huge difference in both her biological age and also in her skin. Eating heirloom tomatoes was significant in getting the coveted “glow.” And she’s probably cooking up her heirloom tomatoes into a scrumptious pasta sauce. Researchers at Cornell University found that cooking tomatoes increased lycopene absorption and activity.



## 5. Eat more green and yellow vegetables

### The Science:

Green and yellow vegetables are rich in anti-oxidants, which help with fighting the free radicals that break down collagen over time. Why? One word: Carotenoids.

*Eat food.*

*Not so much.*

*Mostly plants.*

~ Michael Pollan

Carotenoids are natural pigments that naturally occur in plants, as well as algae and fungi, and protect you from the sun. The benefits don't stop there: A fascinating study from the University of Nottingham showed that eating your colored vegetables makes you more attractive to others through your skin. Participants ate five extra servings per day of broccoli, yellow peppers and dark leafy greens, and the results showed increased yellow and green tones seem to make the participants more attractive to others. You really will be more beautiful from the inside out.

**The Solution:**

Eat kale, squash, green beans and you will have fewer wrinkles, especially around the eyes. Who needs La Mer when you can eat baby bok choy for a fraction of the cost?

I get a big bag of organic shredded kale every week at the supermarket and throw handfuls of it on top of my quinoa pasta or into my mashed sweet potatoes (or whatever we're having for dinner).

*Ready for a quick digression?*

**—DR. SARA, WHAT ABOUT JUICING UP YOUR SKIN DOWN THERE? —**

Ouch! Right? You're ready and willing and looking forward to a good time. *Surprise* (and not a pleasant one).

*An ounce of performance is worth pounds of promises*  
~ Mae West

Instead of being your juicy smooth self, it's *Death Valley* down there. If you keep at it, it will hurt. What's worse, the dry friction could cause an abrasion on your delicate tissue and if any bacteria slip in, you're in for a nasty urinary tract infection.





### **The Science:**

What's going on? Estrogen. Androgens (think: testosterone). As in *lack of*. Your face isn't the only place to take it on the chin when menopause pulls the plug on your lady hormones. Your skin down there gets drier and thinner too. Adding insult to injury – or maybe the other way around – the natural lubrication you didn't even need to think about when it was go time is now missing in action.

Not in the menopause time zone? Then the cause might be childbirth, taking birth control pills, breastfeeding or even overzealous use of harsh detergent-based products like bubble bath or soaps. (Lovie: ease up, it's your vagina, not a kitchen floor).

In any case, what you've got is clinically called vulvovaginal atrophy-related sexual dysfunction – really – and you can fix it.

### **The Solution:**

In my virtual hormonal coaching practice in Berkeley, California ([www.saragottfriedmd.com](http://www.saragottfriedmd.com)), I counsel women coping with this challenge to their joy and their love life. Because sex and orgasm are so vital to keeping you vital, gorgeous and healthy, don't write this one off as “not a biggie.” You deserve good sex – *your skin and hair deserve it, your adrenal system deserves it* – and your partner deserves it too, but that's a conversation for another time. Let's focus on you.



My favorite fix-its are natural over-the-counter creams easily available online, at health food stores and some pharmacies. Apply these creams to the areas surrounding the vagina and the entrance to the vagina, not way up there. Click [here](#) for a demo with my favorite velvet vulva puppet!

**Here are a few rock stars to try:**

- **Extra virgin coconut oil** – A lovely lubricant with a heavenly tropical scent. Solid white in the jar, it dissolves to clear light oil in your hand. Trader Joe’s carries a nice one.
- **Almond oil** – Fragrant and a little more viscous than coconut oil. More staying power but a little messier.
- **Yes!** – Smart women I know who research everything they put on or in their bodies are saying yes to **Yes**, a plant/polymer-based organic lubricant from England. I’d suggest trying the water-based version.
- **Estrogen/Estradiol Cream** – These are stronger than lubricants and will help rejuvenate the tissues of the vulva-vaginal area, not just merely make intercourse more comfy.



- **Dream Cream** – More of a sensation enhancer than a lubricant, this cream increases responsiveness and intensifies orgasm. How fabulous is that? The main active ingredient is L-Arginine, an amino acid.

**Another Option:**

**DHEA 5 mg** – DHEA aka dehydroepiandrosterone is a precursor for estrogen and androgen. It is sold in over-the-counter pill form and I hear good things about it from my patients. In low doses, it is reported to help with vaginal dryness while not increasing the uterine lining, a risk with higher doses of hormone replacement therapy.



## 6. Identify, reach and maintain your healthy body weight

### The Science:

Studies show that when you lose significant weight after 40, your skin is less elastic. This translates, unscientifically, into sagging skin.

### The Solution:

I'm cheering you on to reach a healthy, sustainable weight before age 40. I believe we have an epidemic of overeating and addiction to food struggle here in the United States. It's time to address this if you eat to soothe, or you're running around with an extra 10 or more pounds on your frame. When it comes to your skin, the sooner the better!

If you need help with this, I recommend one of the following strategies or a combo. Try a 12-Step program such as *Food Addicts* or *Overeaters Anonymous*. Read Geneen Roth's *Women Food and God*. Check out my friend's latest genius idea – [JJ Virgin's Diet Challenge](#) – where you create a good neighborhood in your body by kicking common food intolerances to the curb. Finally, Weight Watchers gets consistently high ratings and will give you very helpful portion



control tips, group support and accountability.

## 7. Dose Yourself with “Vitamin O”

One vital tip from your fairy sexy godmother. . .

For women of a certain age—who are noticing that skin is a bit thinner and perhaps drier—keep in mind the crucial role of cortisol. One of the best ways to right-size your cortisol is to address any issues you might have with sexuality and orgasm. It turns out that one of the best hormone therapies I’ve found for women is pleasure and orgasm. We get so busy and stressed in our lives. We eat too much, we work too much, and we drink too much. We overprovide. What’s the magical solution? Orgasm! Leverage a completely new approach to stress management: *tumescence*.

### **The Science:**

Concerned about wrinkles? Orgasm gets rid of the tension that constricts blood vessels in the brain, and helps prevent frown lines from deepening. It also boosts collagen production, which staves off age spots and sagginess.

*We are all born sexual creatures, thank God, but it's a pity so many people despise and crush this natural gift.*

~ Marilyn Monroe

Orgasm keeps your skin moist and juicy, in your face and

*down there.*

Women become less sexual as they get older and experience menopause because their levels of circulating hormones drops. Your skin quality diminishes and suddenly you may notice its drier. Your face looks parched and sex may start to hurt a bit because of thinning skin in your private parts. By having orgasms and getting the blood and oxygen flowing again, you can help reverse this dryness regardless of your age.

Endorphins and other hormones flood through you after orgasm, healing damage from the sun, poor diet and cortisol, which destroy collagen and create wrinkles. In a fun few minutes, orgasm zaps the inflammatory molecules that age skin.

I'm not talking purely about climax. I'm referring to experiencing pleasure. Orgasmic meditation (OM) is one portal. Another is Daoist Sexual Practices, where you work the pelvic sponge of your sacred female anatomy to its full power. I'm not referring to the "climatic sneeze" of a 2-minute climax with your latest vibrator, but a 30-minute joy ride of pure pleasure.

*Orgasm rewires the brain from stress back to pleasure, your birthright.*

**~ Sara Gottfried, MD**

Plus the feel-good hormones released during orgasm, such as prolactin and oxytocin, induce relaxation and can help you fall asleep giving you an added beauty bonus (see “Vitamin S” below).

**The Solution:**

An orgasm a day helps keep the wrinkles away. Or maybe two. One in the evening at bedtime – it will help you get a great night’s sleep. And one in the morning to jumpstart your day and level out your morning cortisol level.

No partner? *No problem.* You can make your skin glow, your hair shine, feel more relaxed and happy and improve your sex life, too. The key is in your own hands.

Masturbation is the best way to get to know your own body. Sex therapists agree that intimate knowledge of your own body, and understanding what turns you on, helps improve your sex life. As an added bonus, masturbation is a great health and beauty booster.

Not in the mood? Persist. Tell yourself you need your daily dose of “vitamin O.” Extra motivator... orgasms have been associated with reduced risk of arthritis, heart disease, Alzheimer’s and several types of cancer. That’s a set up for a *good neighborhood*, and that helps your ageless skin.



**Those are my top 7 potions for ageless skin.  
But I can't stop now that I'm on a roll.  
Ready for more? Brings me so much pleasure.  
*Can't help myself.***

————— **GET PLENTY OF "VITAMIN S"** —————

**The Science:**

Face it. It's called "beauty sleep" for a reason. Yes, I know we would all rather be catching up on Pinterest than zzzs. Heed my words of wisdom on this: *shut down the electronics, turn off the light and go to sleep!* Your skin will thank you for it. How?

By looking more refreshed, healthy and alive than you thought possible.

What makes this magic happen? Ever hear that fairy tale about how at night while the poor shoemaker slept these elves came in and made tons of gorgeous new pairs of shoes for him to sell? Think of your body's metabolic and hormonal systems as the elves. Only instead of making gorgeous new pairs of shoes,





they're making gorgeous new skin cells.

As you sleep, skin rejuvenation takes place and cells undergo repair, thanks to the hormone melatonin that only comes out at night. And when it does, cortisol production gets put on hold which means sleep acts as a natural anti-inflammatory. Circulation increases so more oxygen and nutrients – needed for the skin to repair itself – reach the skin from within while you sleep.

If you don't turn out the lights and go to sleep, this scientifically magical free skin renewal action won't happen. Aim for 7 to 8 hours a night of beauty sleep. You're worth it.

### **The Solution:**

**Poor sleep is a by-product of daily stress. Here's what you can do:**

1. Go to sleep before midnight as often as you can.
2. Turn off your phone, computer, and other electronics at least an hour before you plan to go to sleep.
3. Make sure your room is dark and as noise-free as possible
4. Try to make your bedtime and waking time routine so your body knows the drill.
5. Take a melatonin supplement if necessary.



6. Avoid going for a run or to the gym less than 3 hours before bedtime.

—————**GET PLENTY OF “VITAMIN H2O”**—————

**The Science:**

The fountain of youth could be a water fountain. Ever notice how babies and children have such beautiful skin – perfectly smooth and soft? Their bodies contain more water than ours does. As time passes, our bodies lose the ability to hold water. That’s part of the reason why our skin dries out and shrivels into creases and wrinkles.

**The facts are:**

- Babies and children have a greater percentage of water than adults.
- Women have lower percentage of water than men.
- People with more fatty tissue have a lower percentage of water than people with less fatty tissue.

*Water and green tea are two of the healthiest beverages on the planet. The more the better.*

~ Dr. Jonny Bowden, PhD

Besides the gradual loss of water that comes from aging, every day you lose water through breathing, perspiring and going to the bathroom. You need at a minimum to replace this water to

flush toxins out of your organs and help transport nutrients to your cells and other important functions. For a woman that means drinking about 2.2 liters or 9 cups a day. For your skin's sake you've got to do better than that.

**The Solution:**

Water is moisture. For healthy resilient skin, we want more moisture. So we need to drink more water. There are a lot of formulas out there to calculate how much water you should drink (and yes, you can overdo it with water just as with anything else.) My favorite is to use your weight and divide it by a factor of 10. For example, if you weigh 125 pounds then you should aim to drink 12.5 glasses (that is an 8 oz. cup) of water a day.



I find cool water refreshing. In the summer, I keep a pitcher in the fridge with cucumber and lemon slices. In the winter, I'll sip green tea and other herbal teas with healthful properties.



# BONUS #1

## Replenish your adrenals, de-age, and help your skin. . .

Remember we talked about how important it is to support your adrenals by managing stress and keeping calm? Here are some quick tips on how to do that in a jiffy.

1. Schedule in contemplative practice daily as a *non-negotiable*. [www.youtube.com/watch?v=lxBAfrLxGlk](http://www.youtube.com/watch?v=lxBAfrLxGlk)
2. If you feel tired but wired, take Rhodiola at 200 mg twice per day.
3. Take your B Vitamins, especially Pantothenic Acid (Vitamin B5), at 500 to 1000 mg per day.



## BONUS #2

### Avoid these 3 complexion killers



1. Sugar
2. Saturated fat
3. Dairy

**Sugar** leads to wild spikes in your blood sugar, which increases oil production and raises androgens, and consequently, leads to more breakouts. Glucose also erodes your collagen, your skin's foundation, and encourages something bad: Advanced Glycosylation End-Products (AGE), which **AGE** you.

**Saturated fat** may increase facial wrinkles by decreasing skin hydration and drying out skin, so note if this is a problem for you. And say bye-bye to butter, bacon and greasy burgers. (Hey, Dr. Sara, you'd think that saturated fat would moisten



skin, so how does it dry it out?)

**Dairy** causes breakouts for several reasons. Many farmers give their cows hormones to boost their milk production, and you then are drinking or eating the hormones contained in cow milk, which survive pasteurization and homogenization. This can cause excess estrogen levels which may cause skin problems such as breakouts and fat deposition. Whey, a key component of dairy products (yogurt, too?) that remains after milk has been curdled and strained, has androgen-like effects. Androgens are hormones, such as testosterone, that women are especially sensitive toward. Men have 10-fold higher testosterone levels. When women get too much androgen, we can develop acne and rogue hairs on the breasts, chin or neck. Sometimes, androgens are a good thing, such as when you are low in testosterone and have a waning sex drive. But when it comes to keeping your complexion clear, they fight against you.



# BONUS #3

## Dr. Sara's 5 Simple Rules for Nutrition Supplements:



1. Buy the best supplements you can but remember: Cheap generic supplements are better than no supplements at all
2. Unless specified on the label, take supplements with a meal. That tricks your digestive system into thinking they're part of your food and absorbing them.
3. Never take supplements with a beverage containing caffeine. Caffeine blocks absorption of most nutrients.
4. Make a daily multi-vitamin the foundation for your supplement program. It's low-cost health insurance.
5. Store your supplements away from light and heat to ensure optimal potency. (I keep my multis in an antique white milk glass apothecary jar on the kitchen table.)



# Conclusion

Your face, your call.

This fairy godmother is tired and ready for a good night's sleep. I've imparted wisdom, so I'm going to set down my wand and call it a day.

Before I do let me sum up.

I consider it **GOOD NEWS** that we can eat in a way that minimizes being seamed and brown, and makes us glow from inner vitality and beauty. I recommend trying the tips in this book and developing your own personal plan that will build vitality from inside out.

*Taking joy in living is a woman's best cosmetic.*

~ Rosalind Russell



# Cheat Sheet!

Want to cut to the chase? Okay, here goes but you'll do better if you read the whole darn book. Trust me.

## **The No-Cost Absolute Minimalist Way to Beautiful Skin and Hair**

### **Do This:**

1. Get more sleep
2. Have more orgasms
3. Drink more water
4. Exercise
5. Make time for your girlfriends and Facebook



### **Not This:**

1. Alcohol
2. Caffeine
3. Sugar and artificial sweeteners
4. Toxic relationships with emotional vampires
5. Late nights

### **Add-ons:**

1. Yoga class
2. Cute exercise clothes and yoga mat for yoga class



3. Good quality supplements such as fish oil, vitamin D, rhodiola, and melatonin
4. Super smoothie ingredients such as spirulina, wheat grass juice, flax seeds, acai berries, goji berries and/or organic blueberries
5. Wild caught salmon, organic fruits and vegetables



# Dr. Sara's Very Own Typical Daily Food Plan

## ***Breakfast***

### **Dr. Sara's porridge:**

1/2 cup quinoa flakes and 1/2 tablespoon hemp seeds mixed with blueberries and other seasonal fruit. Add 2 tablespoons soaked chia seeds on top and a tablespoon of healthy oil such as melted coconut oil.



## ***Lunch***

Dr. Sara's special smoothie

[www.youtube.com/watch?v=iI6Gm0LkvT0](http://www.youtube.com/watch?v=iI6Gm0LkvT0)

## ***Dinner***

4oz wild Alaskan salmon with roasted low-glycemic vegetables (broccoli or Brussels sprouts) plus 8 oz filtered water with 1 ½ tablespoon of coconut balsamic vinegar (or some other artisanal vinegar).

## ***Snacks***

- Herbal tea
- One square of dark chocolate, 80% or higher cacao



# About Dr.

## Sara

Dr. Sara Gottfried is a Harvard-trained, board-certified, integrative gynecologist and hormone expert. Dr. Sara, as her patients call her is the author of the forthcoming book, *The Hormone Cure* (Scribner, 2013). She helps women juice the beauty of their skin, hair and shape plus get their vitality, resilience and sexy back with natural hormone balancing and scientific evidence-based integration of ancient cures with cutting-edge research.



Called the “queen of green yoga diva meets science nerd,” Dr. Sara runs a successful practice of concierge clients in Berkeley, CA, filled with women who no longer believe that wrinkling, thinning hair, muffin tops, fatigue and loss of sex drive are “natural” parts of aging. Now women all over the world, from new moms to post-menopausal, can get support from Dr. Sara through her books, website, YouTube videos and blog posts to learn how to take simple natural diet and lifestyle steps to rebalance their own hormones and reclaim their own pure biological beauty, vitality and joy.



# Real women. Real results.



*“Dr. Sara Gottfried MD is the most original voice in women’s health today. Her brilliance, generous time spent to learn my story, incisive ability to analyze cutting-edge medical research and apply it directly to my issues, is unparalleled in today’s hurry-up health care world. In comfortable, open, and easy girl-to-girl talk, we’ve uncovered how several of my perimenopausal issues with sleep are related to low estrogen and high cortisol, and she’s corrected my breast tenderness – much to my sweetie’s delight. She will help you stay dreamy and creamy as you age.”*

~ Susan Harrow, Media Coach & author of *Sell Yourself Without Selling Your Soul*

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*“Dr. Sara Gottfried’s ability and willingness to utilize all that integrative medicine can offer has been a powerful catalyst for a fundamental shift in the quality of my life. She has used her creativity and training as a physician collaboratively with me*

*every step of the way... as a result, at 54, I feel younger and healthier than I have in decades. From revitalized energy and stamina to the coveted verve that often quiets before we are ready, Dr. Gottfried’s dedication to self-knowledge, understanding, and teaching of self-advocacy have helped me reclaim my edge... it is, to say the least, no less than glorious.”*

~ Sara Carter

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*“Dr. Gottfried provides the kind of medical coaching I have needed and longed for in order to finely tune my sexual hormones, adrenals and thyroid, and to skillfully manage my nutrition, supplementation, aging process, mood, vitality, and my body’s erotic flow. Finally—I have found a practitioner who is adept at helping women integrate the best of evidence-based science with the somatic experiences and intelligence of her women clients, as we evolve and change. She is able to communicate the data and conclusions of cutting-edge research to women in ways that make it both safe and accessible for maximum benefit”*

~ Melinda Marie Pitarre, RN, MTP

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# Praise for Dr. Sara Gottfried and *The Hormone Cure*

*"The Hormone Cure* is a breakthrough hormone guide—entertaining, persuasive, hilarious. I've not seen this content anywhere! Get to the root of your issues: low energy, fatigue, low sex drive, anxiety, weight gain. This book is gold." - *Marci Shimoff*

*"The Hormone Cure* is the playbook for your mojo, your mind, and your bootie. With every chapter I thought, "So THAT's how that works." I wanted to call every girlfriend and give them the goods on how to glow...now and always." - *Danielle LaPorte*

"Never before have I read a book and shouted, "Oh my God, that's ME!". Managing hormones is the most important issue of women my age. I don't just want to read Sara Gottfried, I want her to be my doctor, my friend, and my sister." - *Ayelet Waldman*

"A cogent, hilarious, wise explanation about why women feel the way they do at different times in their cycles—and sensible advice, too. Dr. Gottfried is Dr. Weil and Dr. Northrup's love child—part of the new conversation about hormones." - *Adair Lara*

"Gottfried is a rare breed of physician who can discuss both progesterone replacement and the power of chanting. Her engaging and well-researched book offers women an excellent resource for the wild ride from peri to menopause." - *Daphne Miller, MD*





“This wonderful book transforms how we approach women’s health issues, and will help you understand how to achieve hormonal equilibrium if you suffer from fatigue, depression and other endocrine-based neuropsychiatric symptoms.” - *Jay Lombard, DO*

“If I could recommend just one book to women about hormones and perimenopause, *The Hormone Cure* would be it. Dr. Sara Gottfried is a genius, compassionate and wise, not to mention a first-class writer. Read this book!” - *Jonny Bowden, Nutritionist*

“Dr. Sara is smart, she’s hip, and yet she’s pure Harvard! Learn how to make your hormones hum. Run, don’t walk, to buy this book—for yourself and your friends. The life you save may be your own.” - *Hyla Cass, MD*

“A magnificent book! Every woman needs to read it, and every doctor.” - *Louann Brizendine, MD, Author, The Female Brain and The Male Brain*

“Don’t accept the hormonal hell of being tired, stressed, fat, never in the mood for sex. Dr. Gottfried gives you an effective, easy-to-follow plan to balance your hormones and become lean and energetic. Stop settling, reclaim your sexy!”- *JJ Virgin*

“Occasionally a book comes along that’s perfect for its time-on topic, written with authority. Such is the book by Sara Gottfried, MD. It is a definitive integration of safe and effective approaches to the management of menopause.” - *Jeffrey Bland, PhD*

“Thoughtful, poignant and devilishly irreverent, *The Hormone Cure* is the book you need for lasting health from head to toe. Dr. Sara turns



your hormones into allies that create the life you want to live. Women, get this book!" - *Jamie Dougherty*

"How many years did I suffer in hormone hell? If I only I had Sara's wisdom sooner. This book is going to help save the world—because too many women's gifts are smothered by hormone imbalances, preventing us from doing our great work." - *Jennifer Loudon*



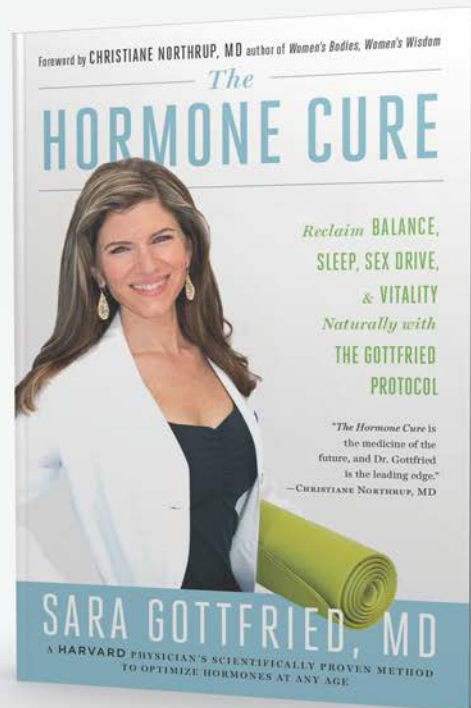
Dr. Sara Gottfried's much-anticipated book  
– **The Hormone Cure** – arrives in book stores everywhere March 12, 2013...

## ORDER YOUR COPY NOW AND SECURE A JUICY BONUS!

When you say “yes” to choosing a copy of *The Hormone Cure* for your library you’ll be joining me and thousands of women across the globe on a path to natural hormone balance, wholeness and that magnificent feeling of your living as your best self!

We anticipate shipping the books on or about March 12, 2013. However, today you will receive instant access to the Part 1 of the book plus a complementary subscription to Juice, my bi-monthly email delivered newsletter with the up-to-the-minute tips to achieve natural hormone balance and vitality.

You’ll also receive a full access 1-month membership in Dr. Sara’s *Get Vital Stay Vital Inner Circle*. Your membership will automatically begin on the first day of the month after you purchase the book using the link below. This gives you time to get the book in your hands, start devouring the content and formulating your plan – which may lead to some questions that you’ll be able to get answers to as a member of my inner circle!



Order your copy today and receive your

**BONUS 1-Month FULL ACCESS membership in  
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now to pre-order your copy now and claim your juicy bonus.

Scan the QR code  
below with your  
smart phone



## DISCOVER 7, SCIENTIFICALLY PROVEN + PRACTICAL SOLUTIONS TO REDUCE AND REVERSE THE SIGNS OF AGING FROM HARVARD-EDUCATED PHYSICIAN, SARA GOTTFRIED, M.D.

The truth is, we all get older. And as we age, our bodies change. That means the needs of your body change with age as well.

That goes for our skin too. But before you head to the cosmetics counter for the latest age-defying serum, consider the science behind the aging process. These anti-aging creams and lotions provide only short-term solutions, if any, and do nothing to address the changing needs of your body, or the causes behind your aging skin.

In *7 Proven Potions For Ageless Skin*, Dr. Sara Gottfried has compiled 7 simple, scientifically-proven solutions that produce amazing results, not only to the way you look, but more importantly to *the way you feel*.

Discover these 7 scientifically proven, yet practical solutions to reduce the signs of aging for yourself, and learn what you can do to restore your skin to a supple, smooth, more youthful appearance, no matter your age.

### Healthier, younger-looking skin is only 7 simple steps away!

*Dr. Sara is a rare combo of Harvard Medical School graduate, yoga teacher, and integrative physician. She's smart, she's hip, she writes in a user-friendly way! Learn all about your hormones -- what they do, how they can ruin your life, how you can make them hum. Run, don't walk, to your computer or bookstore to buy this book -- and throw more in the cart for your girlfriends, mother, sisters, and daughters. The life you save may be your own. - Hyla Cass, MD, Author, **8 Weeks to Vibrant Health***

*Never before have I read a book and shouted, "Oh my God, that's ME!" every time I turned the page. It is no exaggeration to say that I think managing hormones is the single most important thing women my age are dealing with. I don't just want to read Sara Gottfried. I want her to be my doctor, my friend, and my sister. -- Ayelet Waldman, New York Times bestselling author, **Bad Mother***

*Dr. Sara Gottfried demystifies my own body for me. At once scientific and intuitive, her work pushes the edges of traditional medicine to integrate what women have known throughout the ages. The Hormone Cure is both accessible and substantive, with surprisingly simple but profound advice on each page. In short, this doctor is a genius and will transform your understanding of your body. It's a book every woman should read - buy it now for all the women in your life. - Nicole Daedone, author, **Slow Sex***

*Find even more great tips,  
resources, and advice at:*

**[www.SaraGottfriedMD.com](http://www.SaraGottfriedMD.com)**

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