

## AARP THE ETHEL FOR i-ON / BEAUTY TECH



Photo Credit: Chris Bradley

### **3 Things You Should Know About Iron as You Age: What no one told you about menopause**

No doubt you remember what you learned about iron in high school science class. It's an essential mineral, important in making red blood cells that carry oxygen throughout your body. What you may not know is, as we age, our bodies react to it differently. After menopause, women may experience many changes, including unwanted changes in their skin due to shifting iron levels.

Fortunately, there are new cosmetic skincare products that provide a solution, using groundbreaking technology to remove excess iron from the surface of the skin – with noticeable results.

Here are three things you should know about the effects of iron, and changes to expect.

#### **1. Iron plays a big role in bodily functions**

Iron does a lot of much-needed, heavy lifting for our healthy biological functions. It transports oxygen to our muscles and brain, for starters. Our bodies need adequate levels of iron to make healthy red blood cells. You will know when you don't have enough iron!

Iron also helps support our immune system, improves concentration, reduces fatigue, and helps regulate body temperature.

## 2. Things change with menopause

Iron excess in a woman's body is primarily eliminated through menstruation or skin exfoliation. During menopause, this natural removal process ceases. As a result, your body tries to remove more of its excess iron via the skin. There can be as much as 42% more iron on postmenopausal skin than on premenopausal skin<sup>1</sup>.

Secondly, during menopausal transition, skin becomes thinner, drier, and more prone to formation of wrinkles. This is due to changes in collagen and elastin content, as well as the skin's inability to exfoliate efficiently on a daily basis. As that process declines, iron builds up on the skin.

## 3. Too much iron puts stress on our skin

Iron overload isn't one of the menopause symptoms you've likely heard about. There are other much more obvious physiological changes you cannot ignore than iron accumulating on your skin (hello, hot flashes!). However, when this increased iron is exposed to external stresses, it accelerates the production of free radicals that cause oxidative stress. Your skin can show the signs of oxidative stress through dullness, dinginess, dark spots, and discoloration. That's why we often wake up at 50 and wonder why our skin has aged seemingly suddenly.

There is a solution. A new cosmetic product on the market addresses these undesirable manifestations of aging skin before it starts – i-On® Age Disrupting Skincare with patented

DII® Technology. It safely removes excess iron from the surface of the skin, and actually prevents iron-induced free radicals from ever forming in the first place, reducing the visible signs of skin damage and aging. It also helps to assist the rebuilding of the skin's healthy and youthful appearance with niacinamide, portulaca oleracea extract, and squalane.

The founder of i-On® Age Disrupting Skincare with DII® Technology, Dr. Xi Huang, is an expert on iron and health. "i-On leaves you with healthier-looking, more beautiful skin," says Dr. Huang. "These cosmetic products are clinically proven to deliver significant differences in the appearance of wrinkles, discoloration, dryness, dark circles under eyes and vibrancy of skin. It plumps the skin and hydrates it more rapidly, effectively disrupting the aging process."

The newest products in the i-On product line are i-On Age Disrupting Skin Cream, i-On Age Disrupting Total Eye Performance Eye Cream, and the Gentle Deep Pore Cleanser. By eliminating excess iron from the surface of the skin with i-On Skincare, you could start seeing brighter and smoother skin in 14 days<sup>2</sup>.

[Click here for 15% off your first order of i-On Age Disrupting skin care with code ETHEL15.](#)

Sources:

<sup>1, 2</sup> <https://cdn.shopify.com/s/files/1/0287/5722/9621/files/i-On-Skincare-Whitepaper.pdf?v=1612465922>