

# How Beauty Is Made

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Beauty-care more accurately defines what most people (and the Industry) really mean when by Anti-Aging. The focus is not on inner qualities but entirely on outer beauty which includes physical attributes, such as health, youthfulness, symmetry and complexion. Conventional programs attempt to eliminate any sign of aging particularly wrinkles and saggy skin. Vitality Conceptsâ€™ approach to beauty care starts at the cellular level.

It is our belief that inner and outer Beauty are interdependent, whatever you do for your inner beauty will manifest for others to witness. In turn, if you see beauty in the mirror it makes you happy and you feel good about yourself. Therefore, Beauty is an integral aspect of Anti-Aging and thus Vitality Concepts designs individual programs specific to the personsâ€™ history, lifestyle and anticipations: a curriculum for sustainable Vitality and Beauty-care is part of it.

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