



Xcel
Nutraceuticals

ALL NATURAL PRODUCTS FOR HEALTHIER SKIN & HEALTHIER HAIR
MANAGE ECZEMA • PSORIASIS • ALOPECIA • DRY & ITCHING SKIN

WWW.XCEL-N.COM - XCEL NUTRACEUTICALS - 1.800.977.3981

Natural Vs. Synthetic

Topical and oral treatments contain natural oils and moisturizers, synthetic steroids and antihistamines to relieve the symptomatic effects of inflammation and itching. Although the use of steroids has shown some success in relieving inflammation, prolonged use of steroids comes with potential harmful side effects. Observed side effects from the prolonged use of steroids are adrenal gland suppression, Cushing Syndrome, skin thinning, and stretch marks.

Newer non-steroidal topical immune modulators derived from bacterial organisms in clinical trials have been reported to reduce itching and inflammation by turning off the human response mechanism. The drug sold under the name Pimecrolimus Elidel (1%) works by blocking the body's ability to produce cytokines in the immune system. Treatment with Pimecrolimus may increase the possibility of chicken pox, herpes simplex viral infections, eczema herpeticum, or viral warts in people who have compromised immune systems. Recent information from the use of Elidel has revealed that some of the people who used this product developed cancer.

Propecia or oral finasteride is one popular anti-androgenic drug currently being used to treat pre-mature balding. Propecia functions by inhibiting the effect of 5-alpha reductase on testosterone, thereby preventing the production of dihydrotestosterone (DHT). Accumulation of DHT in the scalp is responsible for hair loss. Propecia also does not increase the rate of hair growth but only prevents further hair loss due to undesirable hormonal effects. Individuals using Propecia for extended periods of time may experience impotence, loss of libido, and reduced sperm counts.

Rogaine minoxidil is another popular used medication for the treatment of male pattern baldness. This drug was originally developed to treat high blood pressure but was observed to stimulate the growth of hair on some parts of the body. Successful treatment with Rogaine requires that the product be used for a lifetime. Discontinuing the use of Rogaine will cause a regression to pretreatment stage of baldness in as little as 3 weeks. Rogaine has the following side effects: itching and prickling, headaches, dizzy spells and in some, heartbeat irregularities. Rogaine is not recommended for anyone who has heart trouble and its long-term safety in men over the age of 49 remains unknown.

At Xcel Nutraceuticals we have recently developed what we believe is a one of a kind natural-based product that will help people better manage their eczema and psoriasis conditions. Xcel Nutraceuticals Skin Ointment (SO) has been scientifically developed to reduce itching, swelling, and to heal damaged skin caused by skin disorders such as eczema, psoriasis, and contact dermatitis. Xcel SO is a non-drug composition of plant, flower and fruit extracts, amino acids, natural hydrocarbon substances, and vitamins. All constituents of Xcel SO have no known toxicity in man, woman or child of any age. Xcel SO is a safe and effective alternative for the management of eczema and psoriasis and does not have the unwanted side effects seen with the use of steroids or drugs derived from bacteria or fungal culture.

Eczema, Psoriasis & Contact Dermatitis

Eczema, psoriasis, and contact dermatitis are chronic skin disorders that are common in children but can occur in adults as well. These skin disorders commonly occur in people who suffer from asthma and hay fever. The current consensus in the scientific community is that skin disorders such as eczema, psoriasis, and contact dermatitis are the result of abnormal immune (autoimmune) response episodes. During normal immune response against infection the human body significantly increases the level of

lymphocytes a form of white blood cells (leukocytes) circulating throughout the body to eliminate microorganism and toxins. Lymphocytes regulate cytokines that initiation inflammation and recruit phagocyte cells that utilizes a delicate balance of hydrogen peroxide, hydroxide ion radical, and super oxygen anion radical as bio-physiological weapons to eliminate infections, allergens, and toxins. However, in some people due to reason not complete understood, microorganism (e.g. bacteria, fungi, yeast, and allergens) can interfere with the immune defense system result in sever inflammation, itching, dryness, and damaged skin. It is currently accepted that inherited genetic factors are the major causes for autoimmune response mechanism.

Hair loss is generally the result of genetic and hormonal factors, diseases of the hair and scalp, or over-treatment with chemicals. Hair loss can be caused by psoriasis in which there are thick plaques of scale on the scalp. These plaques in the scalp prevent hair growth by blocking oxygen to the hair follicles. Hair recover can occur once the skin condition is controlled. Eczema classified as seborrhoeic dermatitis or atopic dermatitis occurs in the scalp also causes temporary hair loss.



6 WEEKS USING XCEL SO



16 WEEKS USING XCEL HGS

Xcel Nutraceuticals Products



Xcel HGS (4.oz) Xcel Nutraceuticals HGS contains a proprietary blend of natural oils, organic acids and mineral salts combined with the specialty vitamin complex Xcelerator to stimulate hair growth and stimulate existing hair follicles. Xcel HGS also relieves eczema, psoriasis, and ringworm of the scalp..



Xcel SO (2.oz) Xcel Nutraceuticals SO effectively minimizes inflammation, itching, and swelling, associated with skin disorders such as eczema, psoriasis, and contact dermatitis. Xcel SO contains a select group of herbal oils, polyphenol extracts, amino acids, and vitamins that help prevent damage to the skin during eczema flare-ups and promotes fast healing.



Xcel Organic Shampoo (12.oz) Xcel Nutraceuticals Organic Shampoo is composed of palm kernel, coconut oil, and olive oil that create a unique natural formula that is effective to cleanse the hair and scalp.



Xcel Natural Clairfier (8.oz) Xcel Nutraceuticals Natural Clairfier formulated in a base of mildly foaming agents combined with the anti-bacteria anti-fungal accents of Australian Tee tree Oil and MSM and the soothing refreshing feeling of Spanish Rosemary and Lavender, Xcel Clairfier thoroughly preps the scalp and hair for a gentle and rejuvenating shampooing.



Xcel Organic Hair Balm (4.oz) Xcel Nutraceuticals Organic Hair Balm combines the moisturizing power of natural oils with the holding properties of beeswax, and cocoa butter. Organic Hair Balm's composition has been scientifically formulated to closely resemble the natural sebum that protects and supports human hair. Organic Hair Balm is excellent on braided hair, twists, dreadlocks, and naturals.



Xcel Organic Hair Moisturizing Glaze (4.oz) Xcel Nutraceuticals Organic Hair Moisturizing Glaze combines the moisturizing power of natural oils with the holding properties of beeswax, and cocoa butter. Use Organic Hair Moisturizing Glaze all hair types and styles.

Why Xcel Nutraceuticals

- Drug free product
- No steroids
- No bacteria cultures
- No toxic chemicals
- No cancerous causing creams
- Minimize breaking and shedding
- Relieve itching
- Reduce inflammation
- Repair skin damage
- Supports natural hair growth
- Stop hair loss
- Healthier fuller hair
- Fast acting
- Scientifically developed



Xcel Nutraceuticals all natural SO is shown to be over 95% effective for the relief of eczema and psoriasis of the skin without the use of harmful steroids and synthetic additives.

***This product has not been evaluated with the FDA.*

***Results are based on individual studies.*

***For maximum results use as directed.*



Frequently Asked Questions

Q. Can Xcel SO be used on other skin problems?

A. Xcel SO can be used to help relieve symptoms associated with eczema and contact dermatitis and psoriasis. Xcel SO has also been shown to clear ringworm, mild acne, and reduce inflammation and itching associated with minor insect bites.

Q. How long will it take for Xcel SO to take effect?

A. Since no two individuals are alike, results will vary. Based on our research studies and testimonials, the effect of Xcel SO in mild eczema cases can be seen in 24 to 36 hours, moderate eczema outburst from 48 to 73 hours, and extreme eczema cases from 4 to 7 days. Continuing use of Xcel SO should help relieve the eczema symptoms in a few days to two weeks. However, people who have extreme cases of eczema may take as long as a month before the skin is clear.

Q. Why should I use Xcel SO instead of other products or prescribed medications?

A. While most prescribed medicines use harmful steroids Xcel SO is a blend of harmless plant, flower and fruit extracts combined with selected amino acids, organic acids, natural and essential oils, and vitamins. Based on our studies and testimonials, Xcel SO relieves itching, drying and reduces inflammation faster than other products currently used.

Q. Does Xcel HGS work on all hair types?

A. Although the morphology of hair (coarse, straight, curly) differs among the races, the nutritional needs for hair in all people are the same. Xcel HGS will be effective on any type of hair regardless of race or ethnic background.

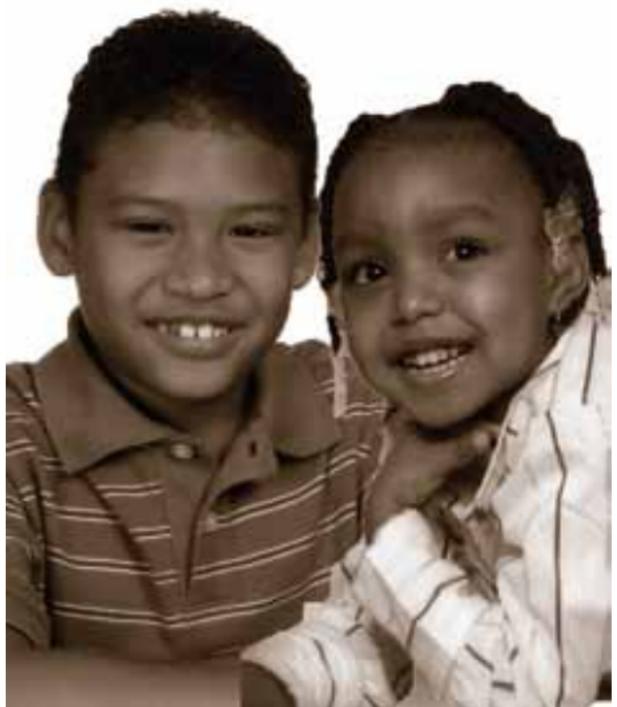
Q. I am bald. Will Xcel HGS help my hair to grow back?

A. Unfortunately, Xcel HGS has not shown any effect on men who are bald. In order for Xcel HGS to have some effect there must be some hair strands present in the scalp.

Q. Are there any other hair and scalp disorders or diseases Xcel HGS will work on?

A. Yes. Xcel HGS is not effective for eczema but also mild psoriasis (dandruff) and problems of the scalp. Xcel HGS is also effective for the control of ringworm of the scalp. For severe scalp problems, use both Xcel HGS and Xcel SO

Xcel Nutraceuticals products are safe on children and adults of all ages.



About Xcel Nutraceuticals

"The founding of Xcel Nutraceuticals comes as a result of wanting to help others. It began with the story I heard of a toddler that suffered from eczema to the point where she had severe hair loss and scalp damage. All previously prescribed medications had failed to provide any sustained results. As a scientist I understood the side effects of steroid base products so I began to look for more natural remedies that might help relieve the discomforts associated with eczema. Combining 25 years of industrial research experience investigating free radical reactions with knowledge that I acquired from studying the science of plants (botany), I soon realized that plants and fruit life forms protect themselves using antioxidants and stabilizing agents similar in chemical structure and reaction pathways as what is found in the human immune system. It was upon this wise that I began to experiment with plant, flower, and fruit extracts combined with natural oils, vitamins, essential and nonessential amino acids. I soon developed a natural and safe product that provided fast acting relief of the symptoms of eczema. Additionally, I received testimonials the product reduced reoccurring out breaks in the same area, rejuvenated and repaired skin damage that had been done due to previous outbreaks. I also discovered that the natural formulas that I had developed appeared to reduce hair loss, strengthen existing hair follicles, and also increase normal hair growth. With millions of people, mostly children, in the United States afflicted with eczema and the positive results of those observed using my formulas developed for men, women, and children who suffer from eczema, contact dermatitis, psoriasis, hair loss or slow growing hair I decided to go public with two new and innovative products, "Xcel Nutraceuticals HGS and Xcel Nutraceuticals SO"

M.D. Shahid

Scientist and inventor with more 30 years of R&D experience, has accumulated nearly 110 patents worldwide during his distinguished career. A former Senior Research and Development scientist for Fortune 500 companies and recipient of the NTAA "Scientist of the Year Award."

Xcel Nutraceuticals has been featured on the "Michael Baisden," "Warren Ballentine," "Al Sharpton" and "Duke and the Doctor" radio show

Delivering the All Natural Solution



"...I've had eczema for a number of years, thought I just had dry skin so I was became addicted to moisturizers...I went to a dermatologist, I gotten everything from steroid shots and nothing worked...Then I heard about Xcel...I had my doubts but within a couple of days my skin was cleared. I recently just moved out to California in my grandparents old house that

was vacant...doing yard work raking up leaves when I came upon a huge swarm of fleas,...I was bit all over my body with black scars...I put it on my bites and within a couple of days they were gone, I was really impressed to see it worked with bites, it even helped even out my skin toned it evened out everything...I am now beginning to venture back out to wearing sleeveless shirts and going to the pool, I would have never have the confidence got out there like this if it was not for this product...its not a drug its just all natural ingredients that I put on my face and I'm so glad someone came up with this..."

- Rebecca Valadez

2 Time Latin Grammy Award Winning Vocalist & Solo Artist

- to hear more of her story using the Xcel Nutraceutical SO go to www.xcel-n.com

For information about products, purchasing, retail, sales and distributing of Xcel Nutraceuticals products please call 1.800.977.3981



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