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**100% Effective Natural Hormone Treatment**  
**Menopause, Andropause And Other Hormone Imbalances**  
**Impair Healthy Healing In People Over The Age Of 30!**

**8 Free Tips. The Truth about handcare.**

**By Ines van den Born**

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Look at your hands now and tell yourself what you see?

Beautiful and gorgeous hands are so important.

Hands tell everything about yourself, how you live your life and love your body.

They say that hands give a woman's age away, well so what!

But gorgeous hands are the carriers of your personality, no matter in what situation and age you are.

You may wear fancy designer clothes; imagine the negative effects if you combine these fancy clothes with abandoned hands.

Look around you and see how hands are the centre of communication.

At a party, or even a job interview, your hands are your business card.

Your hands are the ultimate tool invented ever, but you don't realize how important these tools are.

You just use them all day;

Shaking hands, cooking, doing your hair, feel, touch, work, write.

Endless, think about this for a second.

And decide now, no matter what your age is, to treat them as your treasure.

- The skin of the hand is so thin, protect the skin.
- Pamper your hands with your personal handlotion, 4 times a day.
- Exfoliate once a week with a face exfoliator.
- Use once a week your face nightcream also on your hands before you go to sleep.
- Get accustomed to using rubber gloves whenever you do housework.
- Prevent your hands from aging or abusing.
- Protect your hands from dry weather as well as protecting them from the sun.
- Use daily a protective barrier.

With other words:

The best way to take care of your hands is to protect them.

www.gloveseurope.com  
the ultimate italian leather fashion gloves

Ines van den Born Ines van den Born is a registered nurse in Europe. She is also International Sales and Marketing manager pharmaceuticals and medical devices. She's founder of

www.MedicalEurope.com, a medical business consultancy and Fashion designer of Italian leather gloves. www.gloveseurope.com

## **The Truth in Advertising**

**By Jane Jarvis**

Most of us have seen at least a dozen different toothpaste commercials that claim, "Three out of four dentists recommend...." You may have wondered, as I did, how each of these claims could be possibly be true. They are based on statistical evidence, so why are there such varied results? If you listen to advertising, there seems to be no clear consensus on which health-related products— aspirin, cough syrup, antihistamines—are the best. They are all recommended by 3 out of 4 professionals. Is it possible they are making false claims? The truth is that they are all telling the truth. When it comes to marketing a health product, the FTC (Federal Trade Commission) is always watching to make sure advertisers never tell a lie. Statements such as \_\_\_\_\_ reduces the risk of cancer, \_\_\_\_\_ removes harmful toxins from your water, or \_\_\_\_\_ fights plaque and reduces gingivitis, must all be substantiated. In other words, the products must do what they claim. To avoid the wrath of the FTC, it is always best to tell the truth about your product or service, especially in the health industry. But what is truth? In subjective terms it is difficult to discern. However, the FTC has many guidelines to help you find truth in your advertising: \*Before you run an ad, you have to have a "reasonable basis" for your claims. A "reasonable basis" is objective evidence that supports the claim. At a minimum, an advertiser must have the level of evidence that it claims to have. The statement "two out of three doctors recommend..." must be supported by a reliable survey. \*If the ad isn't specific, the FTC looks at several factors to determine what level of proof is necessary, including what experts in the field think is needed to support the claim. \*Ads that make health or safety claims must be supported by "competent and reliable scientific evidence" – tests, studies, or other scientific evidence that has been evaluated by people qualified to interpret it. Any tests or studies must be conducted using methods that experts in the field deem acceptable. These are just a few of the guidelines to consider when making an advertising claim. But don't be too worried. As long as you tell the truth, the whole truth, and nothing but the truth, there is no reason to keep looking over your shoulder. Jane Jarvis knows the advantage of truth in advertising, and isn't afraid to use it.

Jarvis is co-founder of

## 8 Free Tips. The Truth about handcare.

, offering a controversial ebook that details the cancer

cures you've never heard of, and the reasons you've never heard of them. To check out this revolutionary ebook, visit

The Truth in Advertising

There Was A Time, When.....

ADDISON'S Addison's disease

Truth

Discovering Your Truth

62 Ways To Beat The Gas Pump Monster

The Art of Kissing

How to keep up the SPICE in your Love Life.

101 tips to stay fit and live longer.

Gate Crash into the Interior Design Industry.



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