



# FACE FOOD

EAT YOUR WAY TO  
TIGHTER, BRIGHTER,  
YOUNGER  
LOOKING SKIN

From  
**BEST  
SELLING  
AUTHOR...**

**GREGORY  
LANDSMAN**

The Beauty Adviser to  
Supermodels and Superstars

*Includes the 5 Day Face Firming Diet!*

## INTRODUCTION TO FACE FOOD BY AUTHOR GREGORY LANDSMAN

"FACE FOOD highlights that simple, tasty foods have the ability to flush your face with vitality, improve and change the quality and texture of your skin, reduce wrinkles and fine lines, increase firmness and combat premature aging.

While genetic factors play a major role in the way we age, so does the food that we eat. In fact our diet is one of the great anti-aging secrets to retaining or regaining beautiful skin. It's all based on the basic principal that building and protecting collagen through the foods we eat is the foundation to healthy, youthful looking skin; as when we increase collagen, wrinkles begin to fade and skin regains its elasticity.

Dealing with faces every day as I have for many years, it is easy to see when skin has been deprived of nutrients. So whenever I recommend a skin solution I keep in mind that one of the most effective ways to protect and preserve our skin at any age involves eating the right skin renewing foods.

Many of the natural foods we eat hold age-defying vitamins and minerals that are essential to give the skin radiance, while supporting, hydrating and maintaining the health of the skin. They are also the key to building collagen.

You may ask why building collagen is so important. Simply because collagen is the protein in connective tissue that keeps the skin elastic. However, the fibres in these tissues can become weak and damaged through free radicals, which impact our skin both inside and out as a result of different lifestyle elements such as bad food, sun damage, smoking, pollution, excess alcohol, and the list goes on!

However, collagen cannot be absorbed from a beauty cream as the molecules are too large to penetrate the skin's cells.

This means the most effective solution is either topically applying the right ingredients (see Face Value), or eating foods full of skin regenerating vitamins and minerals that naturally renew, stimulate and protect collagen.

The quick and easy recipes in this book are power packed with skin building ingredients to help your skin be the best it can be.

For me cooking is not only a wonderful reminder that sharing food with those we love nurtures their health and skin from the inside out, but that the true essence of our beauty is in sharing the spirit of our humanity in all that we do.

My personal philosophy on B.E.A.U.T.Y. is...

**B**alance in our life unfolds from the inside out.

**E**nthusiasm lies within the way we think and feel about ourselves.

**A**ceptance is the path to making peace with ourselves and others.

**U**nderstanding ourselves gives us clarity and wisdom to know what we want, and importantly, what we don't.

**T**rust attunes our heart and mind so we can nurture spontaneity and adventure in our lives, and see that...

**Y**ou have what it takes to create the life and love you know you deserve and to never settle for anything less.

So while our skin is the largest organ in the body and we need to look after it, it is important to remain true to our beauty by never forgetting that laughter and humor play a major role in experiencing it and feeling it.

***After all, the beauty we feel  
is the beauty we live.***

Gregory Landsman

