

PALM DESERT PEOPLE

FOUNTAIN OF YOUTH

BY AUDLEY UPTON PHOTOS BY TONY TORNAY

THE AGELESS SECRET

When word hit the fleet that 16th-century Spanish explorer Ponce de Leon allegedly had discovered the “Fountain of Youth,” people began flocking to Florida to immerse themselves in its rejuvenating waters. Unfortunately, the life expectancy back then was only 35, which rendered evidence of their more youthful appearance merely circumstantial. Nevertheless, subsequent explorers have persisted in the relentless pursuit of an elixir to impede the march of time.

Now that longevity figures have more than doubled, the exigency for a product allowing one to save face without enduring the unkindest cuts of all makes the quest to avoid cosmetic surgery a worthwhile endeavor. In his own exploration of the aging process, Jim Kasyk of Palm Desert may have discovered another new world with The Ageless Secret, an all-natural product that delivers a rejuvenated visage by restoring the skin’s elasticity.

Kasyk, a graduate of the University of Massachusetts with a Bachelor’s degree in chemistry, founded KASZ Enterprises in 1991 to research ancient technologies known to promote health and longevity and use them as a basis for “beneficial, modern commercial applications.” A former chemist and medical researcher at the Laboratory of Pathology in San Antonio, Texas, he began comparing Far Eastern medical bio-energy technology to Western DNA science to better understand the dynamics of the mind/body connection and the basic cause of aging.

“During my 10 years of research, I discovered the ability of crystalline structures to amplify and revitalize cellular energies,” said Kasyk. After several more years of product formulation, he was able to apply his knowledge to development of The Ageless Secret, which he began marketing in 2004.

PALM DESERT—WHERE THE AIR IS DRY Kasyk and his wife, Paula, moved to Palm



Paula Kasyk applies The Ageless Secret.

Desert earlier this year from Rhode Island, after having made several visits to the area. “The desert seemed like the perfect place to expand my product, since people here have a tendency toward dry skin,” he said. Sold locally in salons, spas, wellness clinics and health food stores, the ubiquitous little blue bottle is available in two strengths, the original product as well as the “supercharged,” quick absorption formula known as Ageless Secret Gold. Both are applied as a spray to the face several times a day to hydrate, soften and dramatically improve the skin’s suppleness resulting in a younger, less fatigued appearance.

“Photographers love to use the product on their models to keep them looking fresh during long photo shoots,” Kasyk remarked.

INSIDE THAT LITTLE BLUE BOTTLE

The Ageless Secret was formulated from entirely natural ingredients—so pure, in fact, “you could drink this product,” says Kasyk. The components, which include purified water, aloe, niacin, trace minerals and MSM (an organic sulfur found in all cells), work as catalysts when combined with such components as cayenne pepper and the Chinese herb Ho Shou Wu. This synergy results in a chemical reaction promoting essential functions in healthy cells enabling them to regain their youthful ability to absorb moisture and nutrients.

While products with similar ingredients have been offered as oral supplements, there is a more dramatic effect when the formula is sprayed directly on the skin, because hydrated

skin cells transfer fluids easily, thus ameliorating skin elasticity. An added bonus is the plain and simple fact it feels good, both from a moisturizing and an energy boosting standpoint.

Another important aspect of The Ageless Secret is its ability to rebuild the long-lost bridge between mind and body. Kasyk derived much of his theory of aging from the research of Dr. Harold Burr, a Harvard professor of life sciences, who wrote the book "Blueprint for Immortality" in the 1940s. "Dr. Burr measured energy fields and regeneration and found



Jim and Paula Kasyk

the mind can influence DNA, which is the body's blueprint for development," said Kasyk. "Aging occurs when DNA no longer reacts as it did when we were young," he explained. "Consider this interesting anti-aging fact: Our skin cells are constantly renewed and yet we look older. My product works to bring back that youthful connection between our mind's energy field and our DNA."

Although Jim Kasyk doesn't claim to have found a fountain of youth, customers who have bathed their skin in The Ageless Secret seem to be willing to give him credit for it. As Palm Desert electrologist and skin care advisor Carol Montoya-Russo said, "I've been using Jim's product since July and have noticed how it magically firmed and tightened my skin. My face now has a healthier glow, which makes me look and feel younger. What else could you ask for?"

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