

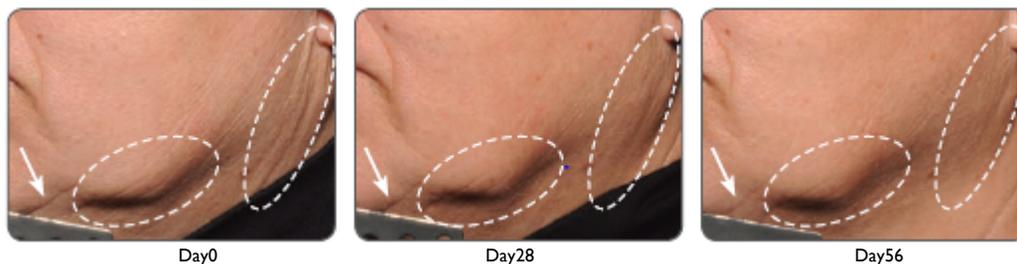
# Anti-Aging Repair Cream

A truly unique, natural formula, with high performance cosmeceutical actives that provide both immediate results and a significant visual difference in 30 days. This product is different from in action and performance from the chemical based instant face lifts found on the market today with petroleum based plastics that create an instant 'stretch' for a smooth appearance that lasts 6-8 hours. Although these temporary face lifts have an exciting response, they are only temporary and may have long term 'reverse aging affects'. The toxic, carcinogenic ingredients used in these formulas can be referred to as AgeAccelerators™ because they actually stretch the skin and collagen which increases the long-term appearance of aging and the illnesses associated with aging.

**Face Lift Serum** is the most innovative product of its time utilizing key actives which are the most effective ingredients in the natural cosmetic industry market today. They significantly add immediate tightening, smoothing and texture-improving properties to the skin but without stretching.

These film formers help hold the skin in structural integrity while anti-aging actives restructure the dermis architecture. For maximum effectiveness the key ingredients are employed at levels higher than those used in the clinical studies to ensure the best results. Significant research has created a synergistic response from these key ingredients for optimal skin firming and restoration of the "youth gene".

## CLINICAL RESULTS OF BIOMIMETIC TRIPEPTIDE



Significantly increases skin firmness, elasticity and viscoelasticity, attesting its efficacy on skin slackness and sagging.



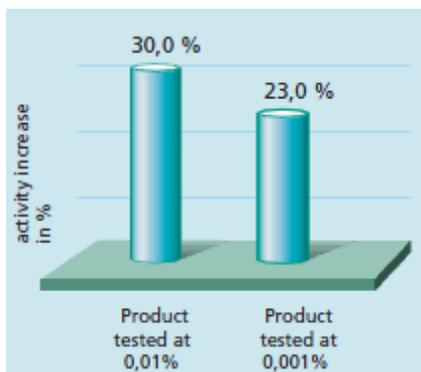
Clearly reduces the appearance of wrinkles and skin sagging over time.

## BIOMIMETIC TRIPEPTIDE OF ELAFIN (marker for DNA strand that causes sagging skin) (GLYCERYN (AND) WATER (AND) DEXTRAN (AND) F3ACETYL TRIPEPTIDE-2)

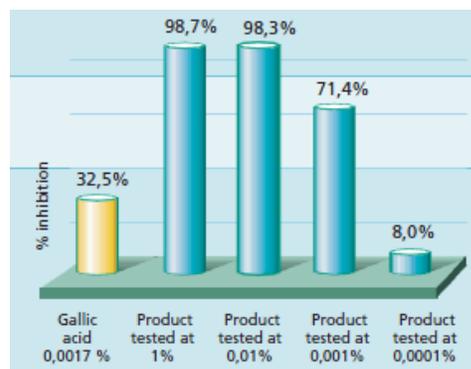
- 93% Improvement of elasticity
- 92% overall improvement of firmer, fuller and denser skin
- 77% increase in lifting effect.
- Significantly decreases progerin, the main cause of wrinkles, sagging and slackness
- 10% decrease in profile of the jawline
- Marketing could be tied to the disease portrayed in the Curious Case of Benjamin Buttons (without the Hollywood fantasy story line)

## WATER (AND) MALACHITE EXTRACT:

Malachite reduces Glutathione, a tri-peptide produced by cysteine, glycine and glutamic acid is considered the main cellular antioxidant as it complements the actions many other antioxidants. By assisting in the reductase of Glutathione it allows the regeneration of reduced levels of glutathione and thereby increases the proper cellular function. When molecular oxygen is reduced, a superoxide anion is formed. Malachite has the scavenging power on this superoxide and diffuses the chain reaction on detrimental oxidative links.



Variation of Glutathione with Malachite



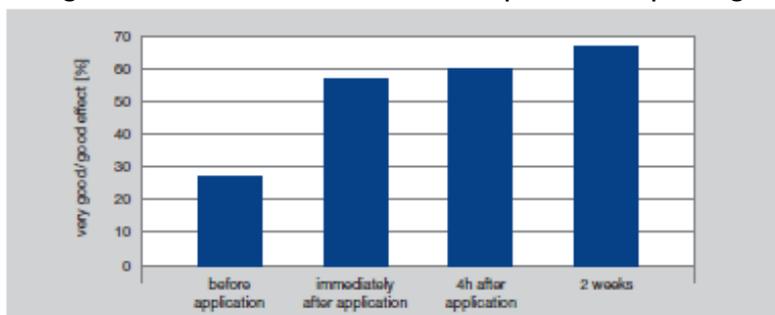
Scavenger potential of Malachite upon superoxide anion

- 95% efficacy of inhibiting the superoxide anion
- 30% overall redactase of Glutathione to increase function of other major cellular antioxidants
- Malachite (Copper)- Is a holistic stress filter that adapts to each skin type
- Malachite (Copper)- Keratinocyte: it plays a part in the synthesis of keratin, by oxidation of the sulfhydryl groups. Like zinc, it plays an antiradical role by activating the cellular enzymatic system, and by linking to the metallothionein sulfhydryl compounds.
- Malachite: Increases the amounts of collagen and elastin produced by the fibroblasts by activating the lxyloxidases, inducing oxidative deamination of certain lysine and hydroxylysine residues in tropoelastin and tropocollagen
- Malachite: It activates the tyrosinase, thus favoring synthesis of the melanin precursors with solar protection power.

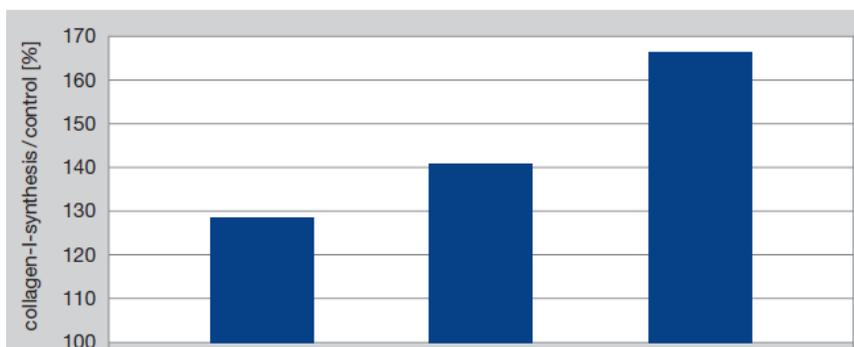
#### ALGAE (MICROALGA NANNOCHLOROPSIS OCULATA) EXTRACT (AND) PULLULAN:

- Tightens the skin immediately and has in parallel a long term effect strengthening the skin's connective tissue.
- Acts preventively as a protection shield against oxidative stress.
- Strengthens the connective tissue by increasing the formation of collagen

The figure shows the statements of the panelists reporting a very good/good tightening effect:



Stimulates the formation of collagen-I in human fibroblasts.



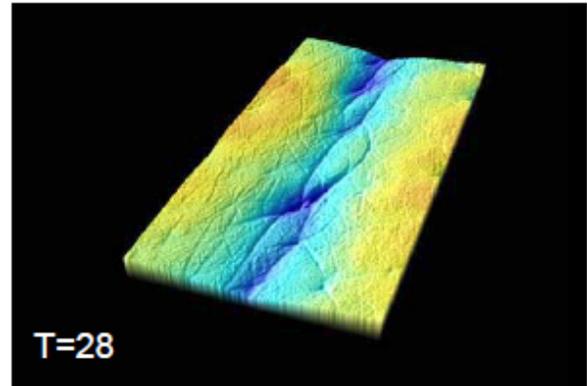
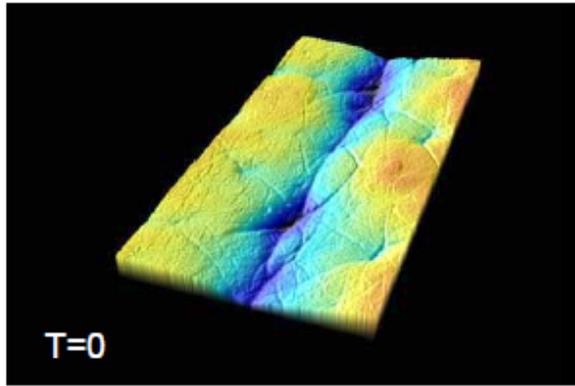
#### PALMITOYL TRIPEPTIDE-37

Tripeptide-37 has proven to dramatically reduce wrinkles by 45% in 28 days. Engineered for cutaneous delivery and resistant to enzyme degradation, Tripeptide-37 mimics the activity of TGF- $\beta$  to stimulate collagen synthesis

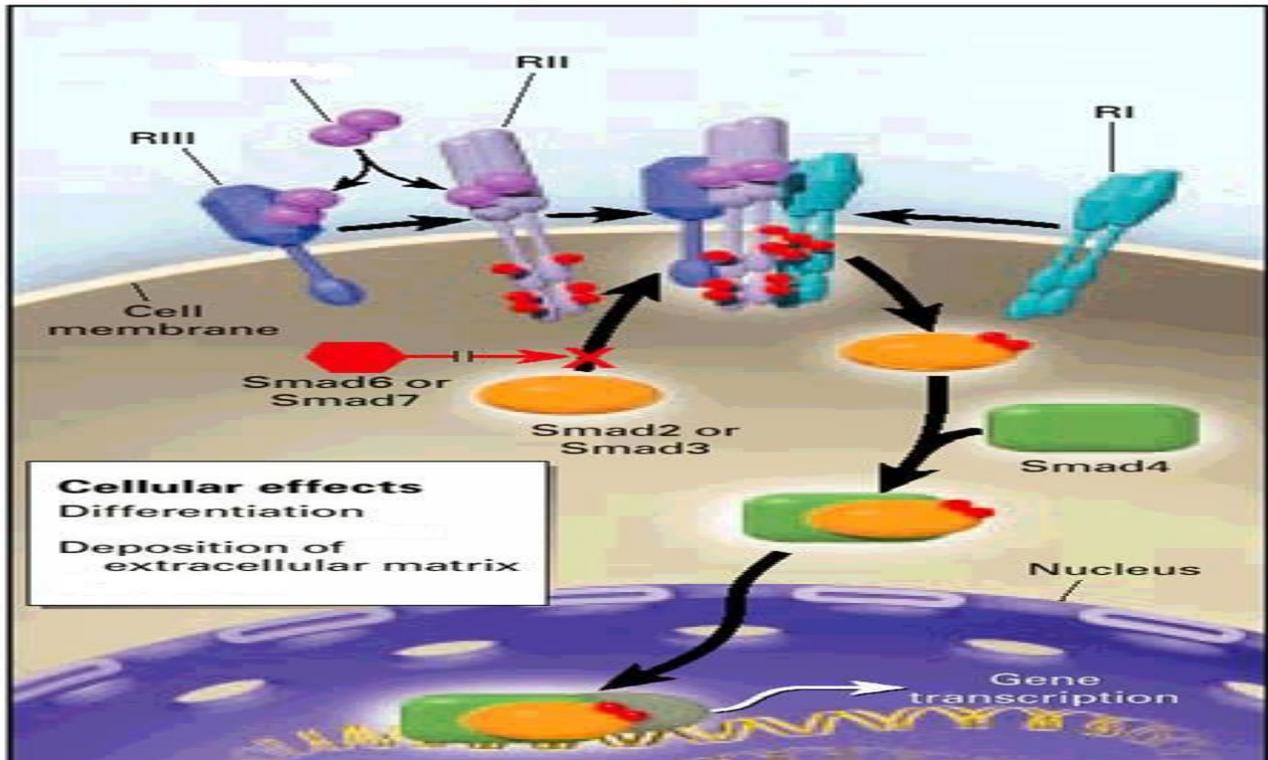
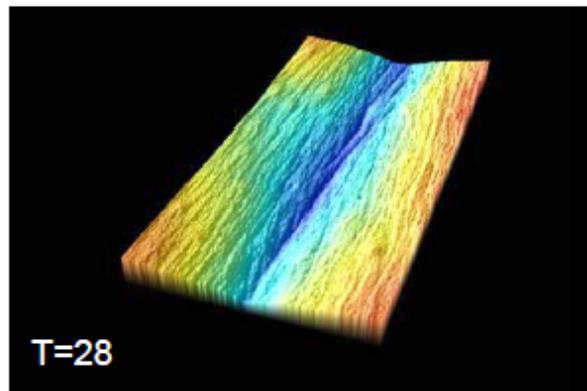
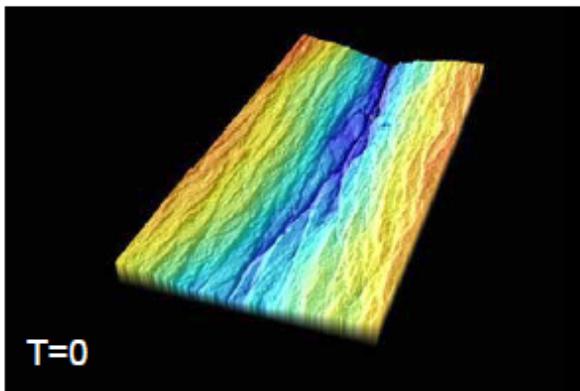
- 45% Reduction in overall wrinkles in 28 days (In-vivo)
- 88% Reduction in Wrinkle Depth (In-vivo)

- 152% Increase in Collagen I Synthesis (In-vitro)
- 175% Increase in Collagen III Synthesis (In-vitro)
- 48% MMP-9 Inhibition (In-vitro)

### Subject 1



### Subject 2



### Mechanism of Action

### **OAT (BETA GLUCAN) LIQUID:**

A soluble fiber found in the cell walls of oat kernels. As a natural polymer, beta glucan stimulates the immune system and is used in products designed to help heal wounds faster. As an ingredient in personal care products, beta glucan features the ability to induce cellular activities which lead to the restructuring of skin, resulting in a reduction of fine lines and wrinkles. Some of its functional properties include:

- Stimulates collagen synthesis
- Provides protection against UVA/UVB damage
- Acts as a natural moisture barrier and film-forming agent
- Promotes cell renewal; anti-ageing
- Improves skin viscoelasticity
- Decreases hyperpigmentation due to photodamage
- Improves tensile hair strength and significantly reduces breakage caused by bleaching
- Seals, protects, and moisturizes the skin
- This Beta Glucan liquid penetrates with a high molecular weight into the skin.

#### **ACTIVITY/ BENEFITS /CLAIMS**

Anti-inflammatory and anti-itch.

Healing and therapeutic hair and skin health benefits

Rich in lipid soluble polyphenols, complex polysaccharides,

Flavonoids, Phytosterols, Saponin, Cinnamic acid, Vitamin E and Tocotrienols...

Increases hair strength, extensibility, and brittleness

**Effective delivery of water soluble actives into skin (dermis)\*\***

Skin moisturizer and film former

Immuno-stimulant

Stimulates Collagen synthesis, skin elasticity, wound healing, scar repair, stretch mark relief, cracked heels relief

Excellent for post laser, microdermabrasion, glycolic and other skin dermatological procedures

Excellent for pre, during and post UV exposure and tanning products

**Accelerate wound healing without scarring**

Anti aging, anti wrinkle and skin repair serums

**24 hydration claims (clinically proven)**

### **SODIUM HYALURONATE (HYALURONIC ACID):**

Sodium Hyaluronate (Hyaluronic Acid) is also called Hyaluronan is a component of connective tissue whose function is to cushion & lubricate. Hyaluronan occurs throughout the body and the skin contains 50% of the total Hyaluronan in the body. As Hyaluronic Acid decreases in the body over time and by age 50, most people have lost 50% of the Hyaluronic Acid they had in youth. Hyaluronic acid is the only acid GAG (glycosaminoglycan) found in the skin

- Hyaluronic acid naturally moisturizes skin from the inside out, smoothing out wrinkles in the process.
- Hyaluronic acid as a nutraceutical acts to hydrate the skin and restore vitality in aging skin.
- Hyaluronic Acid can improve the skin's contour and reduce depressions in skin due to acne, scars, injury or illness.

### **APPLE STEM CELLS:**

- Protects longevity of skin stem cells
- Delays senescence of essential cells
- Combats chronological aging
- Preserves the youthful look and the vitality of the skin

### **LECITHIN:**

- Significantly reduces skin irritation
- Lecithin externally will create a protective barrier to maintain skin moisture and promote cellular healing.
- Lecithin is naturally occurring in the body and is responsible for maintaining the surface tension of the cell membrane.

- Forms a protective and restructuring film on the skin's surface which prevents the water loss while increasing the hydration of the stratum corneum (surface, almost dead cell layer)

#### **WHITE TEA (CAMELLIA SINENSIS (WHITE TEA) LEAF EXTRACT):**

- White tea is made from immature tea leaves that are picked shortly before the buds have fully opened. The tea takes its name from the silver fuzz that still covers the buds, which turns white when the tea is dried.
- Contains high potency antioxidants, one of which is called "flavanoids". These antioxidants have unique properties help prevent and reverse the appearance of aging, including lessening the appearance of brown spots
- Medical research studies indicate that white tea is better for you with more powerful anti-oxidants, such as catechins, that fights and kills cancer-causing cells, than any other type of tea
- Eliminates free radicals in the skin caused by chemicals and UV rays. Staying out in the sun too long, can be the cause of premature aged skin.
- Aids in preventing acne. Acne buildup usually occurs due to the high amount of toxins that keep accumulating in the body. Antioxidants in white tea help eliminate excess toxins and keep your skin clear from acne related lesions.
- A 2004 study at Pace University concluded that white tea can help your body's immune system fight off viruses and dangerous infection-causing bacteria.
- The same study concluded that fluoride-rich white tea helps prevent the growth of dental plaque, the chief cause of tooth decay.

#### **BRASSICA OLERACEA ITALICA (BROCCOLI) SEED OIL:**

- Highly moisturizing with excellent skin compliance and emolliency.
- Imparts sheen and luster to hair
- Quick absorbing and non-greasy
- Natural alternative to silicone
- Excellent oxidative stability
- Rich in vitamin K and A as well as fatty acids such as Erucic acid and Omega-9 fatty acid