



iS Clinical Product Knowledge - Treat

(PRESENTATION SPEAKER NOTES)

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SLIDE 1

TITLE: iS Clinical Product Knowledge

SUBTITLE: N/A

SPEAKER NOTES:



SLIDE 2

TITLE: Cleanse, Treat, Hydrate, Protect

SUBTITLE: N/A

SPEAKER NOTES:

What is it?

iS Clinical's 4 Steps to Great Skin include:

1. Cleanse
2. Treat
3. Hydrate
4. Protect

These simple steps are especially helpful to the consumer who is entering into an iS Clinical skincare regimen for the first time, and to partners who may be new to using or recommending iS Clinical products.

iS Clinical has categorized its products into four key steps: Cleanse, Treat, Hydrate, and Protect, making it easier for both practitioners and consumers to choose from.

A good skincare routine should always begin with a cleanser and a broad-spectrum sunscreen. These two form the foundation of healthy skin and are non-negotiable. iS Clinical has developed an array of expertly formulated Treat and Hydrate products to address specific skin concerns and conditions, but it's crucial to start with Cleanse and Protect.

Proper cleansing is essential to a great skincare routine and healthy skin. Without proper cleansing and removal of makeup, oils, pollution, and debris, the skin cannot benefit from the products to follow.

It's also crucial to protect the skin from the harmful effects of the sun, regardless of skin type or condition. Sunscreen is a non-negotiable as UV rays contribute to aging skin and worsen all skin conditions including sensitivity, acne, and hyperpigmentation. It's recommended that clients choose a sunscreen formula they love and will use every day.

Introducing clients to iS Clinical by recommending one or two core products such as a cleanser and sunscreen is an excellent opportunity to increase sales. These products alone will begin producing results, increasing the overall health of the skin, with the goal of eventually transitioning them onto a full iS Clinical regimen.

SLIDE 3

TITLE: Treat

SUBTITLE: N/A

SPEAKER NOTES:

Step 2 – _Treat

The second step in any iS Clinical regimen, Treat, provides targeted solutions with powerful yet gentle ingredients clinically proven to address the appearance of aging skin, blemishes, hyperpigmentation, inflammation, dullness, enlarged pores and more.

SLIDE 4

TITLE: Pro-Heal Serum Advance+

SUBTITLE: N/A

SPEAKER NOTES:

What is it?

Pro-Heal Serum Advance+ features our scientifically advanced L-Ascorbic Acid (Vitamin C), combined with a superior form of Olive Leaf Extract and pure Vitamins E and A. This powerful formulation significantly increases antioxidant protection while helping improve the appearance of compromised, blemish-prone, and aging skin.

Anti-inflammatory go-to serum! A super antioxidant healing serum that addresses redness from any inflammatory disorder in the skin from dryness and rosacea to acne.

Who is it good for?

Primary: All skin types, rosacea, acne (including grades 3 and 4), contact dermatitis, red, inflamed skin.

Secondary: Rough skin texture, fine lines and wrinkles, pre-procedure (use 30 days prior), post-procedure (use after skin has re-epithelialized).

How do you use it?:

Can be used morning or evening.

Apply 3-4 drops to the palm of hand. Using fingertips, dab and smooth evenly over face and neck.

Unique Selling Points:

- Advance+ Vitamin C is a scientifically advanced, stabilized form of L-Ascorbic Acid providing time released continuous delivery without irritation.
- Vitamin A (Retinol) in this formula is non-keratolytic and non-irritating, functioning as an antioxidant and wound healer. Vitamin A deficiency is a trigger to inflammatory skin types and conditions (rosacea, acne, eczema).
- A potent antioxidant with photoprotective and anti-inflammatory properties.
- Designed to repair the skin's barrier.

Frequently Asked Questions:

- There is Vitamin A in this, can I use it when I am pregnant?

Answer: Yes, iS Clinical products are non-systemic, meaning they do not enter the bloodstream. iS Clinical always recommends that the mother or mother-to-be consult their physician or pediatrician and follow their recommendations regarding skincare products.

- There is Vitamin A in this, why is it recommended for daytime use?

Answer: The Vitamin A in Pro-Heal Serum Advance+ is non-keratolytic making it appropriate for daytime use. Considering that most skin inflammatory events and free radical hits occur during the daytime, it is overall best to use Pro-Heal Serum Advance+ during the day. However, morning or evening use are both acceptable. Be sure to apply sunscreen each the morning.

- Why would I choose this over Super Serum Advance+?

Answer: Pro-Heal Serum Advance+ was designed to address inflammation and redness, while Super Serum Advance+ is formulated to improve the appearance of aging skin and scarring. However, they both provide antioxidant protection and are excellent options for daytime use.

- What skin condition/s would this be the best serum to recommend?

Answer: Any skin condition experiencing redness and inflammation.

- Will this make me peel since there is Retinol in it?

Answer: No, the Retinol included in Pro-Heal Serum Advance+ is of the highest quality and are non-keratolytic, meaning they will not cause side effects typically associated with Retinol use.

SLIDE 5

TITLE: Pro-Heal Serum Advance+ Key Ingredients

SUBTITLE: N/A

SPEAKER NOTES:

Ingredient Profile:

ANTI-INFLAMMATORY / WOUND HEALING / ANTIOXIDANT PROTECTION / ANTIBIOTIC / ANTI-ACNEIC: L-Ascorbic Acid (Vitamin C), Tocopherol (Vitamin E), Retinol (Vitamin A), Olive Leaf Extract

L-Ascorbic Acid (Vitamin C) ADVANCE+: Scientifically advanced, stabilized form of L-Ascorbic Acid providing time-released, continuous delivery. Potent antioxidant with photoprotective and anti-inflammatory properties. Stimulates collagen synthesis and promotes wound healing.

Tocopherol (Vitamin E): Moisturizer and potent lipophilic antioxidant inhibits DNA damage, thymine dimer formation, inflammation, and oxidative damage. Protects against UV-induced photodamage.

Retinol (Vitamin A): Natural Vitamin A functions as a powerful antioxidant with potent free radical scavenging ability, improves collagen synthesis by favoring biosynthetic activity of fibroblasts and promotes wound healing.

Olea Europaea (Olive) Leaf Extract: Potent, natural antibiotic, anti-acneic, anti-inflammatory, and antioxidant.

Contains properties that fight skin damage from intrinsic aging, solar radiation and tissue injured by any mechanism.

BRIGHTENING: Arbutin and Mushroom Extract (Source of Kojic Acid)

Arbutin: Inhibits tyrosinase enzymes that produce melanin, thereby controlling hyperpigmentation.

Polyporus Umbellatus (Mushroom) Extract (Botanical Source of Kojic Acid): Inhibits tyrosinase enzymes that produce melanin, thereby controlling hyperpigmentation. Also exhibits powerful antibacterial, antimicrobial, and antibiotic properties.

SLIDE 6

TITLE: Pro-Heal Serum Advance+

SUBTITLE: Induced Inflammation Clinical Study

SPEAKER NOTES:

Pro-Heal Serum Advance+ Induced Inflammation Clinical Study

In this study, the ability of Pro-Heal Serum Advance+ to protect against inflammation and redness was evaluated.

Inflammation was induced by applying a strong detergent to human skin and covering the area with plastic wrap.

On the control sample, (left photo) only the detergent was applied.

On the treated sample, (right photo) Pro-Heal Serum Advance+ was applied before the detergent.

A biopsy was performed and sent to a dermatopathologist for blinded examination.

Results and Conclusions:

The control sample (left photo) demonstrated marked cellular edema (swelling), influx of inflammatory cells, and destruction of normal skin architecture.

These results are displayed by:

- The cellular edema which presents as white or clear areas.
- The inflammatory cells indicated by the many dark purple spots.
- The epidermis (purple layer) is visibly larger and wider, indicating swelling and the dermal-epidermal junction (DEJ) is less discernable.

The sample treated with Pro-Heal Serum Advance+ (right slide) exhibited minimal visual changes even in the presence of an inflammatory detergent compared to the control.

Histology demonstrated preservation of normal skin architecture on the treated side.

Application of Pro-Heal Serum Advance+ provided near complete protection against inflammatory damage caused by an applied strong detergent.

SLIDE 7

TITLE: Pro-Heal Serum Advance+

SUBTITLE: Before and After

SPEAKER NOTES:

Pro-Heal Serum Advance+ Before and After:

Pro Heal Serum Advance+ demonstrates the ability to decrease and protect against inflammation and redness. This individual is treating seborrheic dermatitis, with impressive results in just 2 weeks!

Products Used:

Pro-Heal Serum Advance+ and Hydra-Cool Serum were applied morning and evening for 2 weeks.

Improvements Noted:

- Decreased redness and inflammation.
- Improvement in skin texture and tone.
- Decreased flaking and dryness.

SLIDE 8

TITLE: Pro-Heal Serum Advance+

SUBTITLE: Before and After

SPEAKER NOTES:

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SLIDE 9

TITLE: Before & After

SUBTITLE: N/A

SPEAKER NOTES:

Leah showcases her amazing results taken 6 months after starting this daily regimen, while also receiving iS Clinical professional Fire & Ice treatments on a consistent basis.

Reparative Moisture Emulsion was the HYDRATE product of choice. Moisturizing Complex is another excellent option for oily, congested skin.

Products used:

1. Cleansing Complex
2. Pro-Heal Serum Advance+
3. Active Serum
4. Hydra-Cool Serum
5. Reparative Moisture Emulsion
6. Extreme Protect SPF 30

SLIDE 10

TITLE: Super Serum Advance+

SUBTITLE: N/A

SPEAKER NOTES:

What is it?

Super Serum Advance+ is a scientifically advanced, clinically-proven formula that, for the first time, combines a 15% concentration of our next generation L-Ascorbic Acid (Vitamin C) with bioidentical Tripeptide-1 (Copper Tripeptide-1). Super Serum Advance+ also contains powerful botanical antioxidants and safe skin brighteners.

Who is it good for?

Primary: Dry, normal, oily or combination skin, fine lines and wrinkles, scars.

Secondary: Fine stretch marks, poor elasticity/thin skin, pre-procedure (use 30 days prior), post-procedure (use after skin has re-epithelialized).

How do you use it?

Can be used morning and evening.

Apply 3-4 drops to the palm of hand. Using fingertips, dab and smooth evenly over face and neck.

(If you are using an exfoliating serum in the evening, morning use of Super Serum Advance+ is recommended due to antioxidant properties.)

Unique Selling Points

- Advance+ form of Vitamin C is a scientifically advanced, stabilized form of L-Ascorbic Acid providing time released, continuous delivery without irritation.
- Potent antioxidant with photoprotective and anti-inflammatory properties that stimulates collagen and promotes wound healing.
- Antioxidant go-to serum for those seeking to repair or prevent aging and scarring.

Frequently Asked Questions:

- Why would you choose to use Super Serum Advance+ over Pro-Heal Serum Advance+?

Answer: The primary function of Super Serum Advance+ is to improve signs of aging and scars. Pro-Heal Serum Advance+ addresses inflammation and redness.

However, they both provide antioxidant protection and clients will see improvements in their skin.



SLIDE 11

TITLE: Super Serum Advance+ Key Ingredients

SUBTITLE: N/A

SPEAKER NOTES:

Ingredient Profile:

WOUND HEALING / COLLAGEN SYNTHESIS / ANTIOXIDANT PROTECTION / ANTI-

INFLAMMATORY: L-Ascorbic Acid (Vitamin C), Centella Asiatica, Tripeptide-1 (Copper Tripeptide-1)

L-Ascorbic Acid (Vitamin C) ADVANCE+: Scientifically advanced, stabilized form of L-Ascorbic Acid providing time-released, continuous delivery. Potent antioxidant with photoprotective and anti-inflammatory properties. Stimulates collagen synthesis and promotes wound healing.

Asiaticoside, Asiatic Acid, and Madecassic Acid (Centella Asiatica): Efficacious antioxidant stimulates collagen synthesis and improves microcirculation, capillary flow, and vascular tone. Promotes wound healing and reduction of scar tissue.

Tripeptide-1 (Copper Tripeptide-1): Tripeptide-1 (Copper Tripeptide-1) has been clinically proven to stimulate the synthesis of collagen in skin fibroblasts, and increase accumulation of total proteins, glycosaminoglycans, and DNA in dermal wounds. The Tripeptide-1 (Copper Tripeptide-1) sequence is present in collagen and it is suggested that the Tripeptide-1 (Copper Tripeptide-1) is released after tissue injury. Tripeptide-1 (Copper Tripeptide-1) also increases synthesis of decorin – a small proteoglycan in the regulation of collagen synthesis, wound healing regulation, and anti-tumor defense.

BRIGHTENING: Arbutin and Mushroom Extract (Source of Kojic Acid)

Arbutin: Inhibits tyrosinase enzymes that produce melanin, thereby controlling hyperpigmentation.

Polyporus Umbellatus (Mushroom) Extract (Botanical Source of Kojic Acid): Inhibits tyrosinase enzymes that produce melanin, thereby controlling hyperpigmentation. Also exhibits powerful antibacterial, antimicrobial, and antibiotic properties.

SLIDE 12

TITLE: Super Serum Advance+

SUBTITLE: Scar Maturation Study

SPEAKER NOTES:

Super Serum Advance+ Scar Maturation Clinical Study:

In this study, improvement of surgical scars was evaluated using Super Serum Advance+.

Identical surgical wounds were made on the right and left mid-thighs of a subject. After 1 week, sutures were removed and Super Serum Advance+ was applied to 1 side, with the other serving as the control (no product applied).

Products Used:

Super Serum Advance+ was used twice daily for 3 months, then once daily for the next 3 months.

Improvements noted on photos 3 months after using Super Serum Advance+ vs. Control:

- Scar appears smaller in length and width.
- Decreased redness and inflammation.
- Overall improved appearance.

Improvements noted on photos 6 months after using Super Serum Advance+ vs. Control:

- Overall improved appearance.
- Scars are much less visible after treating with Super Serum Advance+ for 6 months.
- Significant reduction in redness.
- Reduction in length and width of scar.
- Suture marks are no longer visible.

Results and Conclusions:

Scars treated with Super Serum Advance+ show improved cosmetic appearance. The scars appear much less visible with less overall scarred area including length and width.

SLIDE 13

TITLE: Super Serum Advance+

SUBTITLE: Post-Procedure: Mohs Surgery

SPEAKER NOTES:

Super Serum Advance+ Before and After: Mohs Surgery

Photos:

Top Row: Day 0, Day 1, Day 3

Bottom Row: Day 8, Day 15, Day 22

Products Used:

Super Serum Advance+ and SHEALD Recovery Balm for 22 days after Mohs Surgery.

(Mohs surgery is a highly specialized technique in dermatologic surgery for treating and removing skin cancer.)

Improvements Noted:

- Almost no visible signs of scarring on day 22, 3 weeks post procedure.
- Marked reduction in redness and inflammation after only 15 days.
- Almost no presence of scarring after 3 weeks.
- No marked redness or inflammation.
- No presence of suture scars.

SLIDE 14

TITLE: Super Serum Advance+

SUBTITLE: N/A

SPEAKER NOTES:

Super Serum Advance+ Fibroblast Collagen Synthesis Study:

In this study, the ability of Super Serum Advance+ to induce fibroblasts to synthesize collagen was measured.

A fibroblast is a type of cell that synthesizes collagen and plays a critical role in wound healing.

Products Used:

Human donor fibroblasts between the ages of 20 and 40 were cultured.

The control samples were run without product treatment.

On treated samples, Super Serum Advance+ was applied to fibroblasts on day 1, then washed off.

The amount of collagen in both the treated and control samples was quantified using a collagen standard assay.

Results:

Super Serum Advance+ drastically improved synthesis of collagen by human fibroblasts compared to the control.

After 24-hours of incubation, the amount of collagen in the treated sample was 3.2 micrograms compared to the control sample, which was 0.1 microgram.

Note that collagen synthesis still increased exponentially after 72 hours even though it was washed off on day 1 and not reapplied!

SLIDE 15

TITLE: C Eye Serum Advance+

SUBTITLE: N/A

SPEAKER NOTES:

What is it?

C-Eye Serum Advance+ is a cutting-edge formulation that effectively combines a 7.5% concentration of our scientifically advanced L-Ascorbic Acid (Vitamin C) with copper tripeptide growth factor for enhanced age-defying properties. This powerful yet gentle formula is designed to help diminish the appearance of fine lines, wrinkles, under-eye puffiness, and dark circles. C Eye Serum Advance+ also helps to noticeably improve skin tone and texture and deliver enhanced antioxidant protection.

Who is it good for?

Primary: All skin types, periorbital wrinkles (including crow's feet), dark under-eye circles, under-eye puffiness.

Secondary: Poor elasticity, thin skin, pre-procedure (use 30 days prior), post-procedure (use after the skin has re-epithelialized).

How do you use it?

Apply 1-2 drops to the palm of hand. Using fingertips, dab and smooth evenly over outside areas of eyes, brow bone and the delicate under-eye area. Avoid eyelids and inner corners of eye.

Unique Selling Points:

- A must for dark circles and puffiness, bioflavonoids improve microcirculation and vascular tone.
- A powerful antioxidant for the delicate eye area that hydrates, protects, improves tone and texture.
- A cost-effective introduction to iS Clinical eye products.
- C-Eye Serum Advance+ is like Super Serum Advance+ for the eye area!

PRO TIP:

- Layer C Eye Serum Advance+ under Eye Complex or Youth Eye Complex for additional protection, hydration, and brightening.

Frequently Asked Questions:

- What main concern does C Eye Serum Advance+ address for the eyes?

Answer: C-Eye Serum Advance+ is a must-have product for dark under eye circles.



SLIDE 16

TITLE: C Eye Serum Advance+ Key Ingredients

SUBTITLE: N/A

SPEAKER NOTES:

Ingredient Profile:

ANTIOXIDANT PROTECTION / ANTI-INFLAMMATORY: L-Ascorbic Acid (Vitamin C) ADVANCE+, Zinc Sulfate

L-Ascorbic Acid (Vitamin C) ADVANCE+: Scientifically advanced, stabilized form of L-Ascorbic Acid providing time-released, continuous delivery. Potent antioxidant with photoprotective and anti-inflammatory properties. Stimulates collagen synthesis and promotes wound healing.

Zinc Sulfate: An antioxidant that provides photoprotection, enhances wound healing, improves immune function, and decreases cancer risk. Possesses anti-inflammatory properties.

COLLAGEN SYNTHESIS / WOUND HEALING / BRIGHTENING: L-Ascorbic Acid (Vitamin C) ADVANCE+, Tripeptide-1 (Copper Tripeptide-1), Mushroom Extract (Source of Kojic Acid)

L-Ascorbic Acid (Vitamin C) ADVANCE+: Scientifically advanced, stabilized form of L-Ascorbic Acid providing time-released, continuous delivery. Potent antioxidant with photoprotective and anti-inflammatory properties. Stimulates collagen synthesis and promotes wound healing.

Tripeptide-1 (Copper Tripeptide-1): Tripeptide-1 (Copper Tripeptide-1) has been clinically proven to stimulate the synthesis of collagen in skin fibroblasts, and increase accumulation of total proteins, glycosaminoglycans, and DNA in dermal wounds. The Tripeptide-1 (Copper Tripeptide-1) sequence is present in collagen and it is suggested that the Tripeptide-1 (Copper Tripeptide-1) is released after tissue injury. Tripeptide-1 (Copper Tripeptide-1) also increases synthesis of decorin – a small proteoglycan in the regulation of collagen synthesis, wound healing regulation, and anti-tumor defense.

Arbutin: Inhibits tyrosinase enzymes that produce melanin, thereby controlling hyperpigmentation.

Polyporus Umbellatus (Mushroom) Extract (Source of Kojic Acid): Inhibits tyrosinase enzymes that produce melanin, thereby controlling hyperpigmentation. Also exhibits powerful antibacterial, antimicrobial, and antibiotic properties.

HYDRATING: Sodium Hyaluronate (Hyaluronic Acid – Botanically Derived)

Sodium Hyaluronate (Hyaluronic Acid – Botanically Derived: Humectant; demonstrates hydrophilic properties – attracts and binds many times its molecular weight in water.



SLIDE 17

TITLE: GeneXC Serum

SUBTITLE: N/A

SPEAKER NOTES:

What is it?

GeneXC Serum is a revolutionary formula featuring our proprietary combination of Extremozymes which are clinically proven to help protect, revitalize, and enhance the foundation of healthy skin, while supporting multilevel protection and long-term visible improvements. GeneXC Serum contains 20% Vitamin C (L-Ascorbic Acid); which is formulated with a powerful combination of botanically sourced enzymes, antioxidants, and fruit acids sourced from both land and sea. These cutting-edge ingredients work synergistically to provide the most scientifically advanced, clinically proven benefits: improving the appearance of fine lines and wrinkles and evening the complexion, resulting in a more youthful, glowing appearance.

Who is it good for?

Primary: All skin types, early aging prevention, aging skin, healthy skin maintenance.

Secondary: Over-treated (over-exfoliated) skin, poor elasticity, thin and/or damaged skin, sensitive skin.

How do you use it?

Can be used morning and evening.

Apply 3-4 drops to the palm of hand. Using fingertips, dab and smooth evenly over face and neck.

Unique Selling Points:

- GeneXC Serum is the future of skincare! GeneXC Serum utilizes the science behind gene technology or "epigenetics" to influence gene expression in favor of skin health.
- GeneXC Serum acts as a gene messenger to encourage the skin to "act younger" by improving skin health and performance of the skin from the cellular level.
- Provides DNA repair and protection, environmental protection, and cellular regeneration.

- Great for those who are exposed to harsh climates.
- GeneXC is a potent antioxidant with photoprotective and anti-inflammatory properties that will also stimulate collagen synthesis and promote wound healing.
- Improves the appearance of fine lines and wrinkles and brightens, resulting in a more youthful, glowing appearance.
- It is mildly exfoliating with a mixed fruit acid blend making it a great option for sensitive skin.
- Apply GeneXC Serum in the morning and Poly-Vitamin Serum in the evening for repair and regeneration of damaged or over-processed skin.

Frequently Asked Questions:

- When someone is using Active Serum how would you incorporate GeneXC Serum into their regimen?

Answer: Continue using Active Serum in the evening, and apply GeneXC Serum in the morning for antioxidant protection.

- Does GeneXC Serum affect the genes in my skin cells?

Answer: GeneXC Serum does not change or alter the genome, it simply gives instructions to turn certain genes on or off (upregulate or downregulate gene activity) in favor of skin health.

SLIDE 18

TITLE: GeneXC Serum Key Ingredients

SUBTITLE: N/A

SPEAKER NOTES:

Ingredient Profile:

ANTIOXIDANT PROTECTION / COLLAGEN SYNTHESIS: L-Ascorbic Acid, Superoxide Dismutase (SOD), Kakadu Plum Extract

L-Ascorbic Acid (Vitamin C): Scientifically advanced, stabilized form of L-Ascorbic Acid providing time-released, continuous delivery. Potent antioxidant with photoprotective and anti-inflammatory properties. Stimulates collagen synthesis and promotes wound healing.

Superoxide Dismutase (SOD): This uniquely designed, natural enzyme safely absorbs harmful free radicals to combat photoaging and cell damage while protecting the skin against future damage. While many non-enzymatic antioxidants are destroyed during antioxidant activity, this version of SOD defends itself and the skin from harmful aggressors that cause skin aging.

Terminalia Ferdinandiana Fruit (Kakadu Plum) Extract: Australian super fruit that yields 100 times the Vitamin C found in an orange. Potent antioxidant that increases collagen and hyaluronic acid production. Boosts skin luminosity, brightens, helps reduce skin redness, and evens skin tone.

CELL REPAIR: Hydrolyzed Eruca Sativa Leaf

Hydrolyzed Eruca Sativa Leaf: Helps to detoxify, strengthen, and repair skin cells.

EXFOLIATING: Mixed Fruit Acid Extracts

Mixed Fruit Acid Extracts: Natural fruit and sugar acids that work to enhance desquamation, increase cellular turnover, smooth skin, and decrease fine lines and wrinkles, while enabling deeper penetration of ingredients.

DNA REPAIR AND PROTECTION: Extremozymes

Trehalose (Extremozyme): A naturally occurring disaccharide present in a wide variety of plant and animal life, enabling organisms to survive in the harshest climatic conditions. Trehalose is one of the reasons plants like a dry and dormant Resurrection Plant, *selaginella lepidophylla*, can "come back to life" after desert rains. These extremophilic enzymes encourage the mass production of Trehalose, helping to protect the cell structures.

Synechococcus Leopoliensis (Extremozyne): A synergistic extremophilic enzyme concentrate from *Synechococcus leopoliensis* designed to repair the cell structures damaged by UV radiation.

Plankton Extract - Arginine Ferulate (Extremozyne): Phytoplankton is an ocean plant that has developed extremophilic enzymes which regulate the mitochondrial membrane potential, increase cellular visibility (respiration), help cellular detoxification, and hydrate the epidermis.



SLIDE 19

TITLE: The Future of Skincare is Now

SUBTITLE: N/A

SPEAKER NOTES:

How does GeneXC Serum work?

In our GeneXC Serum Gene Activation Clinical Study, GeneXC Serum was applied to clean skin. 165 genes in the skin were "turned on" or upregulated to promote healthier, more youthful looking skin.

The genes were grouped into 10 families based on their functions.

SLIDE 20

TITLE: GeneXC Serum

SUBTITLE: Comparative Antioxidant Strength ORAC Study

SPEAKER NOTES:

GeneXC ORAC Clinical Study:

This antioxidant strength of GeneXC Serum was evaluated through an ORAC study.

An ORAC (Oxygen Radical Absorption Capacity) is the measurement of a product's ability to absorb and defend against free radical damage.

It is the capacity of a product to neutralize free radicals expressed in a sum score.

The study was performed by inducing free radical formation, thereby causing damage to a sample so the ORAC can be quantitatively measured.

Many products are advertised as having antioxidant ability and protection against free radical damage. This study provided an actual comparison of 3 popular products in the marketplace.

Bar Graph ORAC Values:

- GeneXC Serum: 3,123
- Product containing C, E and Ferulic Acid: 206
- Leading cosmeceutical containing 10% Vitamin C: 53
- Product containing 1% Idebenone: 14

(For comparison, the ORAC value of 100g of brewed green tea: 1,253)

Results and Conclusions:

GeneXC Serum clearly provides superior antioxidant protection when compared to other products on the market.

SLIDE 21

TITLE: GeneXC Serum

SUBTITLE: Clinical Study

SPEAKER NOTES:

GeneXC Serum Gene Effects Clinical Study continued:

Genes were grouped into 10 families according to their specific jobs within skin cells.

The ability of a cosmeceutical to “speak” to the skin and improve skin health was evaluated.

The genes in the graph above are involved in increased cell renewal, repair, and regeneration.

Results and Conclusions:

This study proves that GeneXC Serum speaks to skin cells and improves skin health by upregulating gene function.

Gene Highlights:

BMP2 (Bone Morphogenetic Protein 2) activity increased by 351%

In epidermis, this is important in tissue remodeling, regeneration, and wound healing.

CTGF (Connective Tissue Growth Factor) activity increased by 116%

This gene governs fibroblast activity that increases with wound healing.

CTGF production decreases with age, so by upregulating this gene, we decrease visible effects of aging “tricking” the skin into acting younger.

TNFA (Tumor Necrosis Factor Alpha) activity increased by 769%

TNFA has strong anti-inflammatory effects and is anti-aging. It encodes for a protein important in inflammatory reaction and inhibition of tumor development.

(For the full Results and Conclusions of this study, please reference the “GeneXC Serum Gene Effects” Clinical Study.)

SLIDE 22

TITLE: Active Serum

SUBTITLE: N/A

SPEAKER NOTES:

What is it?

Active Serum is our most popular product. It is a fast-acting, long-term, “results-oriented” formula that decreases the appearance of fine lines and wrinkles, visibly evens skin tone, and is excellent for blemish-prone skin. Potent activity will be noted upon application as evidenced by a cool tingling sensation.

Who is it good for?

Primary: Dry, normal, combination or oily skin, blemish-prone skin, large and/or congested pores.

Secondary: Aging skin, hyperpigmentation.

How do you use it?

Apply 3-4 drops to the palm of hand. Using fingertips, dab and smooth evenly over face and neck. This active product may produce a slight tingling sensation.

Active Serum is recommended for use in the evening which is when our skin cell turnover is much faster than in the daytime.

Some individuals prefer to use Active Serum both morning and evening time. In this instance, and although sunscreen should always be the last step to any skincare routine, it is always extremely important to add sunscreen protection following application of Active Serum in the morning.

Unique Selling Points:

- Active Serum is a great introductory product to iS Clinical. Any skin type or condition will typically see improvements in 3-5 applications.
- Great for product minimalists, Active Serum is a multi-tasking serum that addresses multiple skin concerns.

- The cool tingle comes from botanically derived menthol, and the Glycolic Acid molecules penetrating into the skin. It is important to set proper expectation with clients and advise that activity will be felt upon application and is normal.
- Many individuals enjoy the activity of Active Serum on their skin because they interpret it as a sign that the product is working. However, some individuals do not feel as much activity. This does not mean that the product is not working; it is solely dependent upon individual skin types, conditions, and sensitivities.

Frequently Asked Questions:

- Can everyone use Active Serum?

Answer: Active Serum is a multi-tasking product of the highest quality, suited for most individuals in a wide variety of situations. It should not be used in cases of active inflammation with red, inflamed, sensitive skin; such as active rosacea. iS Clinical always recommends consulting with a skincare professional when beginning a new regimen.

(For more information on Active Serum, we recommend reading our Clinical Studies that provide in-depth information on this product.)

SLIDE 23

TITLE: Active Serum Key Ingredients

SUBTITLE: N/A

SPEAKER NOTES:

Ingredient Profile:

EXFOLIATING: Sugar Cane Extract (Source of Glycolic Acid), Bilberry Extract (Source of Lactic Acid), Willow Bark Extract (Source of Salicylic Acid)

Saccharum Officinarum (Sugarcane) Extract (Source of Glycolic Acid): Desquamation agent that encourages the exfoliation of the stratum corneum.

Vaccinium Myrtillus (Bilberry) Fruit/Leaf Extract (Source of Lactic Acid): Desquamation agent with moisturizing properties; enhances exfoliation of stratum corneum without dehydrating the skin.

Salix Alba (Willow) Bark Extract (Source of Salicylic Acid): Encourages desquamation by “dissolving” intercellular “cement” with no inflammatory effects. Also deep cleans pores and removes debris within hair follicles.

BRIGHTENING: Arbutin and Mushroom Extract (Source of Kojic Acid)

Arbutin: Inhibits tyrosinase enzymes that produce melanin, thereby controlling hyperpigmentation.

Polyporus Umbellatus (Mushroom) Extract (Botanical Source of Kojic Acid): Inhibits tyrosinase enzymes that produce melanin, thereby controlling hyperpigmentation. Also exhibits powerful antibacterial, antimicrobial, and antibiotic properties.

SLIDE 24

TITLE: Active Serum

SUBTITLE: N/A

SPEAKER NOTES:

Active Serum Clinical Study

In this study, the effects of using Active Serum in a variety of skin types for a wide variety of ages were evaluated.

Six different parameters were scored by a clinical evaluator:

- Active acne,
- Scarring,
- Pore size,
- Skin texture,
- Fine lines and wrinkles,
- Pigment irregularities,
- And skin thickness.

Products Used:

Cleansing Complex and Active Serum were used twice daily for a period of 3 months.

First set of before and after pictures. Improvements noted:

- Significant reduction in fine lines and wrinkles.
- Marked reduction underlying inflammation.

Although the older age group exhibited more advanced wrinkling at the start of the study, both younger and older age groups exhibited very significant reduction in fine lines and wrinkles with 65% reduction in fine lines and wrinkles.

Second set of before and after pictures. Improvements noted:

- Marked reduction in redness and inflammation.
- Reduction in lesion count.
- Skin texture improved.
- Post-inflammatory hyperpigmentation
- Acne scarring was improved.
- Reduction in pore size congestion.

In this study, a higher incidence of active acne was present in the younger (under 45) age group. The older (over 45) age group showed complete eradication of active acne, and it was nearly complete in the younger age group. All age groups showed dramatic improvement in active acne with the use of Active Serum with 94% reduction in blemishes.

Third set of before and after pictures. Improvements noted:

- Significant improvement in skin texture.
- Marked improvement in pigment irregularities.
- Marked reduction underlying inflammation.
- Reduction in pore size congestion.

A marked improvement in pigment irregularities was observed in both younger and older age groups with 57% reduction in uneven skin tone.

Results and Conclusions:

In all subjects, objective improvements were observed after two months and continued throughout the entire study period. All ages and skin types improved as demonstrated by the clinical study. No subjects experienced adverse reactions.

SLIDE 25

TITLE: Active Serum

SUBTITLE: Before and After

SPEAKER NOTES:

Active Serum Before and After

Acne is an inflammatory skin disease and can be very resistant to treatment, making results achieved at 90 days especially impressive.

Products Used:

Cleansing Complex and Active Serum were used twice daily for a period of 3 months.

Improvements noted:

- Decreased inflammation and redness.
- Decreased lesion count.
- Congestion and pore size improved.
- Overall tone and texture improved.

SLIDE 26

TITLE: Poly-Vitamin Serum

SUBTITLE: N/A

SPEAKER NOTES:

What is it?

Poly-Vitamin Serum is an intensive, revitalizing formula for all skin types. This formula ensures the delivery of a powerful combination of essential vitamins, bio-nutrients, and age-defying antioxidants. This combination deeply hydrates, generating significant improvements in the appearance of texture, tone, and overall integrity of the skin.

Who is it good for?

Primary: All skin types, dehydrated skin, compromised skin, dull skin.

Secondary: Poor elasticity, thin, crepey skin, side effects of cancer therapies.

How do you use it?

After cleansing, apply small amount to the palm of hand. Using fingertips, dab and smooth evenly over face and neck. In some cases, a temporary flushing of the skin may occur.

Start using Poly-Vitamin Serum 3-4 nights a week and adjust based on sensitivity.

Unique Selling Points:

- Poly-Vitamin Serum is like a multi-vitamin for the skin. Great for clients looking to restore their glow!
- Addresses thick, leathery texture and highly damaged or resistant skin.
- Poly-Vitamin Serum is very active! If a client's barrier is compromised, it is recommended that they use barrier-supportive products including Cream Cleanser, Pro-Heal Serum Advance+ and SHEALD Recovery Balm to repair the barrier prior to using Poly-Vitamin Serum.
- Niacinamide (Vitamin B3) boosts circulation and oxygen flow in the skin which can result in temporary flushing of the skin.

Frequently Asked Questions:

- Why would you choose Poly-Vitamin Serum instead of Active Serum?

Answer: Although they may seem similar, the ingredients in these products are quite different.

Active Serum is a multi-tasking product that includes sources of glycolic, lactic, and salicylic acid that work synergistically to reduce fine lines and wrinkles, soften and smooth the skin, and reduce the appearance of pores and blemishes. It also includes arbutin and mushroom extract to diminish the appearance of uneven skin tone.

Poly-Vitamin Serum also includes sources of glycolic and lactic acids that encourage exfoliation, but the similarities end there.

Poly-Vitamin Serum includes a powerful combination of essential vitamins, bio-nutrients, age-defying antioxidants and hyaluronic acid, leaving the skin with a healthy, vibrant glow.

The additional vitamins in Poly-Vitamin Serum include:

- Vitamin E: A moisturizer and antioxidant that inhibits DNA damage, thymine dimer formation, inflammation, and oxidative damage. Protects against UV-induced photodamage.
- Vitamin A: Natural Vitamin A functions as a powerful antioxidant with potent free radical scavenging ability, improves collagen synthesis by favoring biosynthetic activity of fibroblasts and promotes wound healing.
- Vitamin B3: Promotes microcirculation and is essential for all cells to maintain cellular metabolism (creation of energy necessary for individual cell to perform its function).
- Vitamin B5: An essential element required for enzymatic functions within all cells. Enables the metabolism of carbohydrates, proteins, and lipids, increasing cellular integrity and efficiency.

SLIDE 27

TITLE: Poly-Vitamin Serum Key Ingredients

SUBTITLE: N/A

SPEAKER NOTES:

Ingredient Profile:

HYDRATING: Sodium Hyaluronate (Hyaluronic Acid – Botanically Derived):

Sodium Hyaluronate (Hyaluronic Acid – Botanically Derived): Humectant; demonstrates hydrophilic properties – attracts and binds many times its molecular weight in water.

EXFOLIATING: Sugarcane Extract (Source of Glycolic Acid), Bilberry Fruit/Leaf Extract (Source of Lactic Acid)

Saccharum Officinarum (Sugarcane) Extract (Source of Glycolic Acid): Desquamation agent that encourages the exfoliation of the stratum corneum.

Vaccinium Myrtillus (Bilberry) Fruit/Leaf Extract (Source of Lactic Acid): Desquamation agent with moisturizing properties; enhances exfoliation of stratum corneum without dehydrating the skin.

ANTIOXIDANT / CIRCULATION AND CELL METABOLISM / MOISTURE: Retinol (Vitamin A), Niacinamide (Vitamin B3), Pantothenic Acid (Vitamin B5) and Tocopherol (Vitamin E)

Retinol (Vitamin A): Natural Vitamin A functions as a powerful antioxidant with potent free radical scavenging ability, improves collagen synthesis by favoring biosynthetic activity of fibroblasts and promotes wound healing.

Niacinamide (Vitamin B3): Promotes microcirculation. Essential for all cells to maintain cellular metabolism (creation of energy necessary for individual cell to perform its function).

Pantothenic Acid (Vitamin B5): Essential element required for enzymatic functions within all cells. Enables the metabolism of carbohydrates, proteins, and lipids, increasing cellular integrity and efficiency.

Tocopherol (Vitamin E): Moisturizer and potent lipophilic antioxidant inhibits DNA damage, thymine dimer formation, inflammation, and oxidative damage. Protects against UV-induced photodamage.

SLIDE 28

TITLE: Brightening Complex

SUBTITLE: N/A

SPEAKER NOTES:

What is it?

Brightening Complex is a hydroquinone-free formula that safely and effectively brightens the appearance of the skin with beneficial moisturizing properties. Utilizing an innovative blend of proprietary brightening ingredients and pharmaceutical-grade botanicals, this high-performance formula concentrates on all five mechanisms that contribute to the formation of pigment.

Who is it good for?

Primary: All skin types, hyperpigmentation (face and body), melasma/chloasma

Secondary: Fine lines and wrinkles, rough, uneven texture, blotchy, uneven complexion, age spots

How do you use it?

Apply a small amount to clean skin, smoothing over face and neck or areas affected by pigmentation irregularities.

(Recommended for morning use due to high antioxidant levels.)

Unique Selling Points:

- It exfoliates surface pigment away while inhibiting new pigment formation.
- Brightening Complex is safe for pregnancy as it is hydroquinone-free and non-systemic.
- Clients struggling with pigment concerns should have a pigment inhibitor on the skin 24-7. The Brightening Duo (consisting of Brightening Complex and Brightening Serum) can be used in the morning and evening to allow around-the-clock pigment protection. Due to its high antioxidant levels Brightening Complex is recommended for morning use while Brightening Serum is preferred in the evening to provide an intensive, targeted boost to diminish the appearance of uneven skin tone. However, depending on texture preference either product can be used morning or evening.
- Brightening Complex also addresses fine lines and wrinkles, texture issues, uneven complexion, and dullness.

- A must-have take home product for clients receiving professional treatments to address pigmentation.

Frequently Asked Questions:

- What are the 5 steps of the pigment process (melanogenesis) that this product addresses?

Answer:

1. A trigger such as UV exposure – Addressed with antioxidants.
2. Inflammation – Addressed with antioxidants and anti-inflammatories.
3. Melanocyte activity – Addressed with tyrosinase inhibitors (tyrosinase enzymes produce melanin).
4. Transfer of melanosomes (melanin-containing organelles) into the keratinocytes. Keratinocytes become pigmented. – Addressed with tyrosinase inhibitors.
5. Pigmented keratinocytes travel to and collect on the surface of the skin – Addressed with exfoliators.

- Why is it important to have a pigment inhibitor on the skin 24-7?

Answer: If you have a pigment disorder such as melasma, your skin is over-producing melanin. For best results, using the Brightening Duo is most beneficial. This ensures round-the-clock management of melanin formation.

- Why is it so important to use sunscreen while treating pigment?

Answer: Exposure to UV rays is a major trigger of pigmentation in the skin. Therefore, daily use of a sunscreen is a non-negotiable when treating pigment issues.

SLIDE 29

TITLE: Brightening Complex Ingredients

SUBTITLE: N/A

SPEAKER NOTES:

Ingredient Profile:

BRIGHTENING: Tetrahexyldecyl Ascorbate (Vitamin C), Norwegian Kelp Extract, Alpha-Arbutin, Mushroom Extract (Botanical Source of Kojic Acid), Licorice Root Extract

Tetrahexyldecyl Ascorbate (Vitamin C) acts as a potent antioxidant and tyrosinase inhibitor. Also well-known for its brightening properties

Arbutin and Mushroom Extract inhibit tyrosinase enzymes that produce melanin, thereby controlling hyperpigmentation.

Norwegian Kelp Extract interrupts communication between the melanocyte and keratinocyte.

Licorice Root Extract is an antioxidant with anti-inflammatory, anti-irritant, and wound healing properties that also acts as a depigmenting agent.

EXFOLIATING: Willow Bark Extract (Source of Salicylic Acid), Sugarcane Extract (Source of Glycolic Acid), Bilberry Extract (Source of Lactic Acid)

White Willow Bark Extract, Sugarcane, and Bilberry Extracts work together to encourage desquamation by dissolving intercellular "cement" with no inflammatory effects. White Willow Bark Extract also deep cleans pores and removes debris in hair follicles without over-drying. Increased exfoliation helps to remove pigmented areas on the surface of the skin.

HYDRATING: Hyaluronic Acid, Glycerin, Squalane, and Imperata Cylindrica Root Extract

Hyaluronic acid is a hydrator and humectant that attracts and binds up to 1800 times its molecular weight in water. A proprietary combination of Glycerin, Squalane and Imperata Cylindrica Root moisturize, hydrate, firm, optimize and reinforce collagen synthesis.

These ingredients work synergistically to target all 5 mechanisms that contribute to the formation of excess pigment in the skin.

SLIDE 30

TITLE: Brightening Complex: Melanin Synthesis Study

SUBTITLE: N/A

SPEAKER NOTES:

Brightening Complex Effects on Melanin Synthesis Clinical Study

The effect of Brightening Complex on melanin production by the melanocyte was evaluated in this study. Melanocytes were exposed to Brightening Complex and melanin synthesis was evaluated.

Melanocytes were encouraged to produce pigment by exposing them to theophylline, a substance that stimulates melanocytes to produce their maximum amounts of melanin.

Products Used:

To one group of melanocytes, Brightening Complex was applied. To another group of melanocytes, no product was applied. The amount of melanin produced by each group of cells was then exactly determined.

Results and Conclusions:

Brightening Complex visibly decreases the production of melanin in the skin, even in the presence of an accelerator. It does this by instructing the melanocyte to produce less pigment. Production of melanin by the cell is dramatically decreased when Brightening Complex is applied.

Bar Graph:

In just 72 hours, there was a 37% decrease in melanin synthesis in cells treated with Brightening Complex even in the presence of theophylline.

SLIDE 31

TITLE: Brightening Duo

SUBTITLE: Before and After

SPEAKER NOTES:

Before and After Photos:

The Brightening Duo (consisting of Brightening Complex and Brightening Serum) visibly decreases the appearance of dark spots and uneven skin tone. Pigment disorders can be very resistant to treatment, making results achieved at 90 days especially impressive with only a topical product!

Products Used:

Brightening Complex was used in the morning and Brightening Serum was used in the evening for 90 days.

Improvements Noted:

- Decreased pigmentation.
- More even tone and texture.
- Skin appears brighter and less dull.
- Decreased redness and inflammation.
- Decreased pore size.
- Decreased fine lines.

SLIDE 32

TITLE: Brightening Serum

SUBTITLE: N/A

SPEAKER NOTES:

What is it?

Brightening Serum is a powerful formula that safely reduces the appearance of uneven skin tone, while providing significant controlled exfoliation without peeling. This lightweight and easily absorbed serum is excellent for overall coverage, or as a targeted boost for problem areas. Brightening Serum is a concentrated combination of potent botanical ingredients that visually address uneven skin tone on many levels, while providing multiple ageless benefits.

Who is it good for?

All skin types, hyperpigmentation (face and body), melasma/chloasma

Fine lines and wrinkles, rough, uneven texture, blotchy, uneven complexion, age spots

How do you use it?

Apply a small amount to clean skin, smoothing over face and neck or areas affected by pigmentation irregularities.

Unique Selling Points:

- This lightweight serum is easily absorbed into the skin and can be used on larger areas or as a spot treatment as a targeted boost for problem areas.
- Lightweight serum is great for sensitive and oily skin types.
- iS Clinical's answer to keeping a pigment inhibitor on the skin 24-7!
- Hydroquinone-free, non-keratolytic, non-systemic, and safe for pregnancy.

Frequently Asked Questions:

- What are the 5 steps of the pigment process (melanogenesis) that this product addresses?

Answer:

1. A trigger such as UV exposure – Addressed with antioxidants.
 2. Inflammation – Addressed with antioxidants and anti-inflammatories.
 3. Melanocyte activity – Addressed with tyrosinase inhibitors (tyrosinase enzymes produce melanin).
 4. Transfer of melanosomes (melanin-containing organelles) into the keratinocytes. Keratinocytes become pigmented. – Addressed with tyrosinase inhibitors.
 5. Pigmented keratinocytes travel to and collect on the surface of the skin – Addressed with exfoliators.
- Why is it important to have a pigment inhibitor on the skin 24-7?

Answer: If you have a pigment disorder such as melasma, your skin is over-producing melanin. For best results, using the Brightening Duo is most beneficial. This ensures round-the-clock management of melanin formation.

- Why is it so important to use sunscreen while treating pigment?

Answer: Exposure to UV rays is a major trigger of pigmentation in the skin. Therefore, daily use of a sunscreen is a non-negotiable when treating pigment issues.

SLIDE 33

TITLE: Brightening Serum Key Ingredients

SUBTITLE: N/A

SPEAKER NOTES:

Ingredient Profile:

BRIGHTENING: Norwegian Kelp Extract, Arbutin, and Mushroom Extract (Source of Kojic Acid)

Ascophyllum Nodosum Extract (Norwegian Kelp Extract): Interrupts communication between melanocyte and keratinocyte and increases controlled exfoliation, helping to remove pigmented areas.

Arbutin: Inhibits tyrosinase enzymes that produce melanin, thereby controlling hyperpigmentation.

Polyporus Umbellatus (Mushroom) Extract (Source of Kojic Acid): Inhibits tyrosinase enzymes that produce melanin, thereby controlling hyperpigmentation. Also exhibits powerful antibacterial, antimicrobial, and antibiotic properties.

RESURFACING: Willow Bark Extract (Source of Salicylic Acid), Sugarcane Extract (Source of Glycolic Acid), Bilberry Extract (Source of Lactic Acid)

Salix Alba (Willow) Bark Extract (Source of Salicylic Acid): Encourages desquamation by “dissolving” intercellular “cement” with no inflammatory effects. Also deep cleans pores and removes debris within hair follicles.

Saccharum Officinarum (Sugarcane) Extract (Source of Glycolic Acid): Desquamation agent that encourages the exfoliation of the stratum corneum.

Vaccinium Myrtillus (Bilberry) Fruit/Leaf Extract (Source of Lactic Acid): Desquamation agent with moisturizing properties; enhances exfoliation of stratum corneum without dehydrating the skin.

SLIDE 34

TITLE: Brightening Serum

SUBTITLE: Before and After

SPEAKER NOTES:

Before and After Photos:

Products Used:

Brightening Complex was used in the morning and Brightening Serum was used in the evening for 90 days.

Improvements Noted:

- Decreased pigmentation.
- More even tone and texture.
- Skin appears brighter and less dull.
- Decreased redness and inflammation.
- Decreased pore size.
- Decreased fine lines.

SLIDE 35

TITLE: Retinol+ Emulsion 0.3

SUBTITLE: N/A

SPEAKER NOTES:

What is it?

Our highly active, fast-acting Retinol+ Emulsion 0.3 is a mildly keratolytic formula featuring a Retinol of botanical origin that is encapsulated with bio-identical lipids, Phosphatidylcholine, and Triglycerides. This well-delivered Retinol boosts overall skin condition through its vitamin and antioxidant properties, as required for normal skin epithelialization. At the same time, a proprietary blend of potent botanical boosters, antioxidants, and Extremozymes. helps nourish skin and improve its resilience.

Who is it good for?

Primary: Normal, oily, dry, or combination skin, fine lines and deep wrinkles, uneven skin tone and texture

Secondary: Environmental damage, loss of elasticity, dullness

How do you use it?

Apply a small amount (2-3 pumps) to clean skin, smoothing evenly over face and neck (or as directed).

Introductory application instructions: Apply 2-3 pumps per application to cover the face and neck in the evening every 3 days for 3 weeks. If well tolerated, apply every 2 days, or as directed.

Unique Selling Points:

- Formulated for first-time Retinol users, this powerful and versatile formula is recommended for all skin types and conditions with the exception of unmanaged or undiagnosed inflammatory skin disorders.
- A highly active, fast-acting, mildly keratolytic formulas that feature botanically sourced, encapsulated Retinol and a proprietary blend of Bakuchiol, antioxidants, Extremozymes and other botanical boosters.
- Retinol+ Emulsion 0.3 and 1.0 offer all the benefits that are expected with Retinol use with a boost.

- With iS Clinical's Retinol+ Emulsions, experience the remarkable benefits of Retinol while improving skin health, resilience, and overall long-term condition.
- Due to the combination of advanced ingredients including botanically sourced Retinol and a variety of Retinol boosters, iS Clinical's Retinol+ Emulsions provide a comprehensive list of benefits including:

Improves fine lines and deep wrinkles.

Improves uneven skin tone, rough texture, and blemishes.

Smooths, softens, and brightens the complexion.

Increased skin firmness and elasticity.

Best Practices:

- If mild keratolytic effects occur, SHEALD Recovery Balm may be applied immediately following application of the Retinol+ Emulsions, and as needed for additional moisture, barrier health, and comfort.
- When incorporating Retinoids into any skincare regimen, a slow and steady approach is best! It is important to follow the dosage and application instructions provided by iS Clinical to ensure excellent results and assist with acclimation, while minimizing the potential for sensitization and side effects.
- To fully benefit from the advantages of the Retinol+ Emulsions, it is imperative to follow a comprehensive iS Clinical regimen, including the 4 Steps to Great Skin: CLEANSE, TREAT, HYDRATE, PROTECT.
- Discontinue use 5-7 days prior to receiving a Fire & Ice Facial, or any advanced in-office treatment including microneedling, chemical peels, and laser treatments.

Frequently Asked Questions:

- For whom are retinol+ emulsions recommended?

Answer: Retinol+ Emulsions represents an advanced and targeted solution, formulated to enhance the outcomes of your skincare routine. This exceptional product is particularly beneficial for individuals concerned with signs of aging, blemishes, and hyperpigmentation. To fully capitalize on the advantages of Retinol+ Emulsions, it is vital to follow the comprehensive iS Clinical regimen, encompassing the 4 Steps to Great Skin: CLEANSE, TREAT, HYDRATE, PROTECT.

To maximize efficacy, it is essential for the skin to acclimate to regular exfoliation and proper hydration. Furthermore, daily application of sunscreen is imperative to shield the skin from harmful UV rays. In instances where skin sensitivity is a concern, it is advisable to continue using Pro-Heal Serum Advance+ and/or Poly-Vitamin Serum as alternatives to Retinol+ Emulsions.

These options cater to sensitive skin while providing nourishment and desired benefits. Adhering to these guidelines will help achieve optimal results and maintain skin health.

It is always best to consult with a skincare professional regarding your unique skin needs, concerns and to design a proper regimen.

- Can retinol+ emulsion be worn in the daytime?

Answer: Retinol+ Emulsion should optimally be applied as an evening TREAT step within a comprehensive skincare regimen. Its potent formula delivers notable benefits to the skin during the restorative nighttime period.

For individuals seeking the advantages of Retinol and antioxidant support during the daytime, Pro-Heal Serum Advance+ emerges as the ideal solution provided by iS Clinical. This serum incorporates non-keratolytic Retinol, making it suitable for daytime use without compromising efficacy.

- Can retinol+ emulsions be used during pregnancy and nursing?

Answer: iS Clinical cosmeceuticals may be used safely during pregnancy and nursing. However, no products should be placed directly on nipples to avoid ingestion by infants. These products, including those containing retinol, are non-systemic. Our company recommends that the user always consult with their individual physician and follow that clinician's advice regarding their unique health situation, including pregnancy and nursing.

(See White Paper "USE OF iS CLINICAL PRODUCTS DURING PREGNANCY AND NURSING" at www.isclinicaledu.com)

- Does the vitamin A (retinol) in pro-heal serum advance+ cause peeling?

Answer: The Vitamin A (Retinol) in Pro-Heal Serum Advance+ is formulated to be non-keratolytic and will not cause peeling, flaking, or irritation.

- How do retinol+ emulsions differ from poly-vitamin serum if they both contain retinol?

Answer: Retinol+ Emulsions incorporates keratolytic Retinol along with a dynamic blend of botanical ingredients and Extremozymes. It is specially formulated for individuals seeking advanced results and those with problematic skin that is resistant to treatment.

Poly-Vitamin Serum combines non-keratolytic Retinol with a synergistic blend of essential vitamins, hydroxy acids, and hyaluronic acid. This product is ideal for highly compromised and lackluster skin that requires revitalization and repair but may not tolerate Retinol+ Emulsion.

Moreover, Poly-Vitamin Serum can serve as a precursor to Retinol+ Emulsions, gradually strengthening the skin's barrier function and tolerance over time.

SLIDE 36

TITLE: Retinol+ Emulsion 0.3 Key Ingredients

SUBTITLE: N/A

SPEAKER NOTES:

INNOVATIVE INGREDIENTS

It is important to consider that the efficacy of a product is not solely reliant on a single ingredient, but rather on the harmonious blend of constituents within the ultimate formulation. This principle holds particularly significant weight when considering iS Clinical's Retinol+ Emulsions.

Ingredient Profile:

RETINOL 0.3% (Vitamin A): A potent ingredient of botanical origin that is highly deliverable to its site of action within skin due to encapsulation with the bio-identical lipids Phosphatidylcholine and Triglycerides. This botanically-derived Retinol also boosts skin health, as it is a vitamin and antioxidant required for normal skin epithelialization.

BAKUCHIOL [Retinol Booster]: An ingredient from the *Psoralea Corylifolia* (Babchi) plant, used for centuries in Ayurvedic medicine to help the appearance of aging skin. It is even more powerful when combined with Retinol, as it shares the benefits but with higher skin tolerability. In short, Bakuchiol shares and improves the benefits of Retinol without increased risk of irritation.

VITAMIN C (ASCORBIC ACID) [Retinol Booster]: Specially formulated with other ingredients in the formula to be a highly potent cofactor for collagen synthesis. This stabilized, bio-available form of Vitamin C retains all other benefits of the ingredient, including antioxidant activity, brightening, and protection against photoaging.

COLLOIDAL GOLD [Retinol Booster]: Gold complexed into a colloidal form that is biologically usable by the body and participates in collagen synthesis. Unlike the metallic form of Gold, Colloidal Gold is bioavailable to the skin and potentiates collagen synthesis.

PORIA COCOS EXTRACT [Retinol Booster]: A mushroom used as an anti-aging ingredient in Traditional Chinese Medicine (TCM) for thousands of years. It is well-known for its ability to reduce the appearance of aging skin and boost collagen synthesis. It also strengthens the skin barrier, provides antioxidant benefits, and soothes skin.

RICE BRAN EXTRACT, ROSEMARY EXTRACT, VITAMIN E [Retinol Booster]: When combined together, Rice Bran Extract, Rosemary Extract, and Vitamin E function as potent antioxidants and act as a natural preservative system and potentiator of Retinol activity, increasing its potency by 32% without increased risk of irritation.

The following ingredients have been incorporated to improve skin and barrier health, improve collagen synthesis and the skin's wound healing abilities, maintain moisture and hydration levels, soothe skin and assist with acclimation and tolerance.

SHEA BUTTER: An emollient from the nut of the Karite tree in West Africa that lessens irritation and soothes skin by replenishing gaps between skin cells. It contains antioxidants and fatty acids that are required for barrier health. Shea Butter provides necessary moisture and hydration as it lessens irritation and soothes skin. Bioidentical lipids, fatty acids and antioxidants assist with barrier health and integrity.

TRIPLEPTIDE-1 (COPPER TRIPLEPTIDE-1): A safe and effective growth factor analog known to support healing and regeneration, further collagen synthesis, and deliver beneficial epigenetic messages to cell nuclei. It is a key bio-identical molecule in the cellular "emergency response system" of the body.

You will recognize Tripeptide-1 (Copper Tripeptide-1) as a unique ingredient included in many other iS Clinical products. Tripeptide-1 (Copper Tripeptide-1) increases the skin's wound healing abilities and assists with regeneration as it increases collagen synthesis for a youthful complexion.

ECTOIN: Ectoin is an Extremozyme joining this ingredient class pioneered by iS Clinical. Found in several plants thriving in high-salt environments, including the Dead Sea, salty deserts, and marine environments. Ectoin shields DNA from environmental stressors, increases barrier health, soothes skin, maintains hydration and barrier integrity, and assists in minimizing inflammation and redness.

Additional information regarding the Retinol+ Emulsions:

Retinol+ Emulsion 0.3 and 1.0 are highly-active, multi-tasking, scientifically advanced products purposefully formulated to produce a mild keratolytic effect by increasing cell proliferation (mitosis) and stratum corneum desquamation rates. This means that mild peeling, flaking, or shedding can be expected. Increasing cell proliferation (mitosis) and desquamation rates while simultaneously improving collagen synthesis refines the skin and improve signs of aging.

To assist with acclimation and tolerance, the Retinol is encapsulated in bioidentical lipids including Phosphatidylcholine and Triglycerides. This allows for the use of a lower concentration of Retinol that yields incredible results while minimizing the potential for side effects and intolerances. Once the Retinol is delivered to the site of action within the skin via the encapsulation, the bioidentical lipids that comprise the capsule are also released into the skin! This provides additional moisture and ensures that nothing is wasted. Additional barrier-supportive ingredients have also been included to add moisture, decrease inflammation, and skin-soothing properties.

A variety of Retinol boosters are included in both Retinol+ Emulsions 0.3 and 1.0. This results in enhanced efficacy of the Retinol and improved collagen synthesis without increasing the potential for side effects!

SLIDE 37

TITLE: Retinol+ Emulsion 0.3

SUBTITLE: Before and After

SPEAKER NOTES:

Products Used:

AM: Cleansing Complex, Extreme Protect SPF 30

PM: Cleansing Complex, Retinol+ Emulsion 0.3

Improvements Noted:

Decreased inflammation, greater luminosity, diminished pore size, improved texture, improvements in scarring, decreased appearance of wrinkles, improved pigment irregularities, less prominent periorbital dark circles, lessened appearance of jowling, and lifting of the midface triangle.

SLIDE 38

TITLE: Retinol+ Emulsion 0.3

SUBTITLE: Before and After

SPEAKER NOTES:

Products Used:

AM: Cleansing Complex, Extreme Protect SPF 30

PM: Cleansing Complex, Retinol+ Emulsion 0.3

Improvements Noted:

Decreased pore size, improved texture, improved smoothness, lessened inflammation, decreased appearance of fine lines and wrinkles, improved luminosity, and improvements in scarring.

SLIDE 39

TITLE: Retinol+ Emulsion 0.3

SUBTITLE: Before and After

SPEAKER NOTES:

Products Used:

AM REGIMEN: Cleansing Complex, Youth Eye Complex, Pro-Heal Serum Advance+®, Hydra-Cool Serum, Extreme Protect SPF 30.

PM REGIMEN: Cleansing Complex, Youth Eye Complex, Retinol+ Emulsion 0.3 every other night alternating with Hydra-Cool Serum, Reparative Moisture Emulsion for additional dryness.

Improvements Noted:

Improvements in inflammation, pore size, texture, smoothness, periorbital dark circles, hydration, and the appearance of lines/wrinkles.

SLIDE 40

TITLE: Retinol+ Emulsion 1.0

SUBTITLE: N/A

SPEAKER NOTES:

What is it?

Our maximum-strength, fast-acting Retinol+ Emulsion 1.0 is a keratolytic formula featuring a Retinol of botanical origin that is encapsulated with bio-identical lipids, Phosphatidylcholine, and Triglycerides. This well-delivered Retinol boosts overall skin condition through its vitamin and antioxidant properties, as required for normal skin epithelialization. At the same time, a proprietary blend of potent botanical boosters, antioxidants, and Extremozymes. helps nourish skin and improve its resilience. Retinol+ Emulsion 1.0 is a professional-strength formula recommended for use only as advised by a licensed professional.

Who is it good for?

Primary: Normal, oily, dry or combination skin, fine lines and deep wrinkles, uneven skin tone and texture.

Secondary: Environmental damage, loss of elasticity, dullness.

How do you use it?

Apply a small amount (2-3 pumps) to clean skin, smoothing evenly over face (or as directed).

Introductory application instructions: Apply 2-3 pumps per application to cover face and neck (or as directed). Use in the evening every 2-3 days for a week, take 1 week off, then resume this cycle. Consult your skincare professional about your unique skin type and needs before beginning application.

Unique Selling Points:

- This professional strength formula is designed for experienced Retinol users with normal, oily, dry, and combination skin.
- A highly active, fast-acting, mildly keratolytic formulas that feature botanically sourced, encapsulated Retinol and a proprietary blend of Bakuchiol, antioxidants, Extremozymes and other botanical boosters.
- Retinol+ Emulsion 0.3 and 1.0 offer all the benefits that are expected with Retinol use with a boost.

- With iS Clinical's Retinol+ Emulsions, experience the remarkable benefits of Retinol while improving skin health, resilience, and overall long-term condition.
- Due to the combination of advanced ingredients including botanically sourced Retinol and a variety of Retinol boosters, iS Clinical's Retinol+ Emulsions provide a comprehensive list of benefits including:

Improves fine lines and deep wrinkles.

Improves uneven skin tone, rough texture, and blemishes.

Smooths, softens, and brightens the complexion.

Increased skin firmness and elasticity.

Best Practices:

- If mild keratolytic effects occur, SHEALD Recovery Balm may be applied immediately following application of the Retinol+ Emulsions, and as needed for additional moisture, barrier health, and comfort.
- When incorporating Retinoids into any skincare regimen, a slow and steady approach is best! It is important to follow the dosage and application instructions provided by iS Clinical to ensure excellent results and assist with acclimation, while minimizing the potential for sensitization and side effects.
- To fully benefit from the advantages of the Retinol+ Emulsions, it is imperative to follow a comprehensive iS Clinical regimen, including the 4 Steps to Great Skin: CLEANSE, TREAT, HYDRATE, PROTECT.
- Discontinue use 5-7 days prior to receiving a Fire & Ice Facial, or any advanced in-office treatment including microneedling, chemical peels, and laser treatments.

Frequently Asked Questions:

- For whom are retinol+ emulsions recommended?

Answer: Retinol+ Emulsions represents an advanced and targeted solution, formulated to enhance the outcomes of your skincare routine. This exceptional product is particularly beneficial for individuals concerned with signs of aging, blemishes, and hyperpigmentation. To fully capitalize on the advantages of Retinol+ Emulsions, it is vital to follow the comprehensive iS Clinical regimen, encompassing the 4 Steps to Great Skin: CLEANSE, TREAT, HYDRATE, PROTECT.

To maximize efficacy, it is essential for the skin to acclimate to regular exfoliation and proper hydration. Furthermore, daily application of sunscreen is imperative to shield the skin from harmful UV rays. In instances where skin sensitivity is a concern, it is advisable to continue using Pro-Heal Serum Advance+ and/or Poly-Vitamin Serum as alternatives to Retinol+ Emulsions.

These options cater to sensitive skin while providing nourishment and desired benefits. Adhering to these guidelines will help achieve optimal results and maintain skin health.

It is always best to consult with a skincare professional regarding your unique skin needs, concerns and to design a proper regimen.

- Can retinol+ emulsion be worn in the daytime?

Answer: Retinol+ Emulsion should optimally be applied as an evening TREAT step within a comprehensive skincare regimen. Its potent formula delivers notable benefits to the skin during the restorative nighttime period.

For individuals seeking the advantages of Retinol and antioxidant support during the daytime, Pro-Heal Serum Advance+ emerges as the ideal solution provided by iS Clinical. This serum incorporates non-keratolytic Retinol, making it suitable for daytime use without compromising efficacy.

- Can retinol+ emulsions be used during pregnancy and nursing?

Answer: iS Clinical cosmeceuticals may be used safely during pregnancy and nursing. However, no products should be placed directly on nipples to avoid ingestion by infants. These products, including those containing retinol, are non-systemic. Our company recommends that the user always consult with their individual physician and follow that clinician's advice regarding their unique health situation, including pregnancy and nursing.

(See White Paper "USE OF iS CLINICAL PRODUCTS DURING PREGNANCY AND NURSING" at www.isclinicaledu.com)

- Does the vitamin A (retinol) in pro-heal serum advance+ cause peeling?

Answer: The Vitamin A (Retinol) in Pro-Heal Serum Advance+ is formulated to be non-keratolytic and will not cause peeling, flaking, or irritation.

- How do retinol+ emulsions differ from poly-vitamin serum if they both contain retinol?

Answer: Retinol+ Emulsions incorporates keratolytic Retinol along with a dynamic blend of botanical ingredients and Extremozymes. It is specially formulated for individuals seeking advanced results and those with problematic skin that is resistant to treatment.

Poly-Vitamin Serum combines non-keratolytic Retinol with a synergistic blend of essential vitamins, hydroxy acids, and hyaluronic acid. This product is ideal for highly compromised and lackluster skin that requires revitalization and repair but may not tolerate Retinol+ Emulsion.

Moreover, Poly-Vitamin Serum can serve as a precursor to Retinol+ Emulsions, gradually strengthening the skin's barrier function and tolerance over time.

SLIDE 41

TITLE: Retinol+ Emulsion 1.0 Key Ingredients

SUBTITLE: N/A

SPEAKER NOTES:

INNOVATIVE INGREDIENTS

It is important to consider that the efficacy of a product is not solely reliant on a single ingredient, but rather on the harmonious blend of constituents within the ultimate formulation. This principle holds particularly significant weight when considering iS Clinical's Retinol+ Emulsions.

Ingredient Profile:

RETINOL 1.0% (Vitamin A): A potent ingredient of botanical origin that is highly deliverable to its site of action within skin due to encapsulation with the bio-identical lipids Phosphatidylcholine and Triglycerides. This botanically-derived Retinol also boosts skin health, as it is a vitamin and antioxidant required for normal skin epithelialization.

BAKUCHIOL [Retinol Booster]: An ingredient from the *Psoralea Corylifolia* (Babchi) plant, used for centuries in Ayurvedic medicine to help the appearance of aging skin. It is even more powerful when combined with Retinol, as it shares the benefits but with higher skin tolerability. In short, Bakuchiol shares and improves the benefits of Retinol without increased risk of irritation.

VITAMIN C (ASCORBIC ACID) [Retinol Booster]: Specially formulated with other ingredients in the formula to be a highly potent cofactor for collagen synthesis. This stabilized, bio-available form of Vitamin C retains all other benefits of the ingredient, including antioxidant activity, brightening, and protection against photoaging.

COLLOIDAL GOLD [Retinol Booster]: Gold complexed into a colloidal form that is biologically usable by the body and participates in collagen synthesis. Unlike the metallic form of Gold, Colloidal Gold is bioavailable to the skin and potentiates collagen synthesis.

PORIA COCOS EXTRACT [Retinol Booster]: A mushroom used as an anti-aging ingredient in Traditional Chinese Medicine (TCM) for thousands of years. It is well-known for its ability to reduce the appearance of aging skin and boost collagen synthesis. It also strengthens the skin barrier, provides antioxidant benefits, and soothes skin.

RICE BRAN EXTRACT, ROSEMARY EXTRACT, VITAMIN E [Retinol Booster]: When combined together, Rice Bran Extract, Rosemary Extract, and Vitamin E function as potent antioxidants and act as a natural preservative system and potentiator of Retinol activity, increasing its potency by 32% without increased risk of irritation.

The following ingredients have been incorporated to improve skin and barrier health, improve collagen synthesis and the skin's wound healing abilities, maintain moisture and hydration levels, soothe skin and assist with acclimation and tolerance.

SHEA BUTTER: An emollient from the nut of the Karite tree in West Africa that lessens irritation and soothes skin by replenishing gaps between skin cells. It contains antioxidants and fatty acids that are required for barrier health. Shea Butter provides necessary moisture and hydration as it lessens irritation and soothes skin. Bioidentical lipids, fatty acids and antioxidants assist with barrier health and integrity.

TRIPLEPTIDE-1 (COPPER TRIPLEPTIDE-1): A safe and effective growth factor analog known to support healing and regeneration, further collagen synthesis, and deliver beneficial epigenetic messages to cell nuclei. It is a key bio-identical molecule in the cellular "emergency response system" of the body.

You will recognize Tripeptide-1 (Copper Tripeptide-1) as a unique ingredient included in many other iS Clinical products. Tripeptide-1 (Copper Tripeptide-1) increases the skin's wound healing abilities and assists with regeneration as it increases collagen synthesis for a youthful complexion.

ECTOIN: Ectoin is an Extremozyme joining this ingredient class pioneered by iS Clinical. Found in several plants thriving in high-salt environments, including the Dead Sea, salty deserts, and marine environments. Ectoin shields DNA from environmental stressors, increases barrier health, soothes skin, maintains hydration and barrier integrity, and assists in minimizing inflammation and redness.

Additional information regarding the Retinol+ Emulsions:

Retinol+ Emulsion 0.3 and 1.0 are highly-active, multi-tasking, scientifically advanced products purposefully formulated to produce a mild keratolytic effect by increasing cell proliferation (mitosis) and stratum corneum desquamation rates. This means that mild peeling, flaking, or shedding can be expected. Increasing cell proliferation (mitosis) and desquamation rates while simultaneously improving collagen synthesis refines the skin and improve signs of aging.

To assist with acclimation and tolerance, the Retinol is encapsulated in bioidentical lipids including Phosphatidylcholine and Triglycerides. This allows for the use of a lower concentration of Retinol that yields incredible results while minimizing the potential for side effects and intolerances. Once the Retinol is delivered to the site of action within the skin via the encapsulation, the bioidentical lipids that comprise the capsule are also released into the skin! This provides additional moisture and ensures that nothing is wasted. Additional barrier-supportive ingredients have also been included to add moisture, decrease inflammation, and skin-soothing properties.

SLIDE 42

TITLE: Retinol+ Emulsion 1.0

SUBTITLE: Before and After

SPEAKER NOTES:

Products Used:

AM REGIMEN: Cleansing Complex, Youth Eye Complex, Pro-Heal Serum Advance+, Hydra-Cool Serum, Extreme Protect SPF 30.

PM REGIMEN: Cleansing Complex, Youth Eye Complex, Retinol+ Emulsion 1.0 every other night alternating with Hydra-Cool Serum, Reparative Moisture Emulsion for additional dryness.

Application protocol: Apply 2-3 pumps product to cleansed facial skin in the evening every other day for 1 week, then abstain for 1 week, then repeat this sequence continuously throughout the study. Subjects were also provided with a cleanser (Cleansing Complex) to use AM and PM, a sunscreen (Extreme Protect® SPF 30) to use every AM, and a mild exfoliant (Cleansing Complex Polish) to use once weekly if desired for peeling or flaking.

SLIDE 43

TITLE: Retinol+ Emulsion 1.0

SUBTITLE: Before and After

SPEAKER NOTES:

Products Used:

AM REGIMEN: Cleansing Complex, Youth Eye Complex, Pro-Heal Serum Advance+, Hydra-Cool Serum, Extreme Protect SPF 30.

PM REGIMEN: Cleansing Complex, Youth Eye Complex, Retinol+ Emulsion 1.0 every other night alternating with Hydra-Cool Serum, Reparative Moisture Emulsion for additional dryness.

Application protocol: Apply 2-3 pumps product to cleansed facial skin in the evening every other day for 1 week, then abstain for 1 week, then repeat this sequence continuously throughout the study. Subjects were also provided with a cleanser (Cleansing Complex) to use AM and PM, a sunscreen (Extreme Protect® SPF 30) to use every AM, and a mild exfoliant (Cleansing Complex Polish) to use once weekly if desired for peeling or flaking.

Improvements Noted:

Improvements in hyperpigmentation, general photoaging, solar lentigines, orbital dark circles, the appearance of fine lines/wrinkles, upper nasolabial fold, bar code lines, crepiness, crow's feet, inflammation, sallowness, luminosity, texture, skin tone, and hydration.

SLIDE 44

TITLE: Retinol+ Emulsion 1.0

SUBTITLE: Before and After

SPEAKER NOTES:

Products Used:

Application protocol: Apply 2-3 pumps product to cleansed facial skin in the evening every other day for 1 week, then abstain for 1 week, then repeat this sequence continuously throughout the study. Subjects were also provided with a cleanser (Cleansing Complex) to use AM and PM, a sunscreen (Extreme Protect® SPF 30) to use every AM, and a mild exfoliant (Cleansing Complex Polish) to use once weekly if desired for peeling or flaking.

Improvements Noted:

Decreased appearance of wrinkles, decreased inflammation, greater luminosity, diminished pore size, improved texture, improved hydration, and less prominent periorbital dark circles.

SLIDE 45

TITLE: Eye Complex

SUBTITLE: N/A

SPEAKER NOTES:

What is it?

A powerful yet gentle botanical formula, Eye Complex combines mild exfoliating ingredients and skin brighteners to rapidly reduce the appearance of under-eye puffiness, while providing hydration and potent antioxidant protection. Long-term benefits include the visible reduction of fine lines and wrinkles, and the brightening of dark under-eye circles.

Who is it good for?

Primary: All skin types, dry, dehydrated skin, under-eye puffiness, dark under-eye circles, periorbital fine lines and wrinkles.

Secondary: Poor elasticity, thin, crepey skin.

How do you use it?

Apply a small amount (or 1/2 pump) to the palm of hand. Using fingertips, dab and smooth evenly over outside areas of eyes, brow bone and the delicate under-eye area. Avoid eyelids and inner corners of eye.

Unique Selling Points:

- Moisture-rich formula for dry skin around the eyes.
- Great for seasonal dryness associated with allergies or irritation.
- iS Clinical's original eye product.
- Mild mixed fruit acid blend will gently exfoliate, improve desquamation, and improve hydration for dry skin around the eyes.

PRO TIP:

Layer C Eye Serum Advance+ under Eye Complex for additional protection, hydration, and brightening.

Frequently Asked Questions:

- Why would I recommend Eye Complex over the other eye treatments? How is it different?

Answer: Both are advanced, multi-tasking formulas containing the highest quality of ingredients.

Eye Complex is popular for those with very dry skin around the eyes who want help with dark circles and puffiness. A Mixed Fruit Acid blend mildly exfoliates to improve desquamation and hydration of dry skin around the eyes.

Youth Eye Complex is a good choice for those seeking to rapidly reduce the appearance of fine lines and wrinkles, sagging, and experience long term benefits including improvement of dark under-eye circles.

SLIDE 46

TITLE: Eye Complex Key Ingredients

SUBTITLE: N/A

SPEAKER NOTES:

Ingredient Profile:

HYDRATING: Aloe Leaf Juice, Glycerin, Imperata Cylindrica Root Extract, Tocopheryl Acetate (Vitamin E)

Aloe Barbadensis Leaf Juice: Anti-inflammatory agent promotes wound healing, collagen synthesis, and contains antimicrobial properties.

Glycerin: Necessary for proper barrier function as well as the healing and development of normal skin cells. Acts as a signaling agent for the normal maturation of skin cells as they progress through the four layers of the epidermis.

Imperata Cylindrica Root Extract (Extremozyme): Rich in potassium, this optimizes and reinforces collagen synthesis and moisture absorption in the skin.

Tocopheryl Acetate (Vitamin E): Moisturizer and potent lipophilic antioxidant inhibits DNA damage, thymine dimer formation, inflammation, and oxidative damage. Protects against UV-induced photodamage.

RESURFACING: Mixed Fruit Acid Extracts

Mixed Fruit Acid Extracts: Natural fruit and sugar acids work to enhance desquamation and increase cellular turnover, smooth skin, and decrease fine lines and wrinkles while enabling deeper penetration of ingredients.

MICROCIRCULATION: Ginkgo Biloba Leaf Extract

Ginkgo Biloba Leaf Extract: Potent antioxidant with anti-inflammatory properties increases the microcirculation inside the skin cells.

ANTIOXIDANT PROTECTION / ANTI-INFLAMMATORY: Retinyl Palmitate (Vitamin A), Tetrahexyldecyl Ascorbate (Vitamin C), Tocopheryl Acetate (Vitamin E), Green Tea Leaf Extract, Ginkgo Biloba Leaf Extract

Retinyl Palmitate (Vitamin A Ester): Vitamin A Ester functions as a powerful antioxidant with potent free radical scavenging ability, improves collagen synthesis by favoring biosynthetic activity of fibroblasts and promotes wound healing.

Tetrahexyldecyl Ascorbate (Vitamin C): A lipid soluble analogue of L-Ascorbic Acid (Vitamin C). Potent antioxidant and free radical scavenger. Lightens by inhibiting melanin synthesis, which is necessary for healthy collagen synthesis. Inhibits MMP enzymes.

Tocopheryl Acetate (Vitamin E): Moisturizer and potent lipophilic antioxidant inhibits DNA damage, thymine dimer formation, inflammation, and oxidative damage. Protects against UV-induced photodamage.

Camellia Sinensis (Green Tea) Leaf Extract: Potent antioxidant inhibits DNA damage by counteracting oxidative stress. Possesses anti-inflammatory properties and helps treat immunosuppression.

Ginkgo Biloba Leaf Extract: Potent antioxidant with anti-inflammatory properties increases the microcirculation inside the skin cells.

SLIDE 47

TITLE: Firming Complex

SUBTITLE: N/A

SPEAKER NOTES:

What is it?

This intensive formulation contains a precisely balanced blend of refining natural fruit acids, protective antioxidants, and powerful bio-nutrients. Excellent for mature skin on the face, neck, and décolleté, Firming Complex gives the appearance of tighter skin and smaller pores, and improves the appearance of fine lines and wrinkles. Firming Complex is also powerful enough for more resilient skin areas.

Who is it good for?

Primary: Aging skin, fine lines and wrinkles, sagging skin.

Secondary: Rough texture, large or congested pores, thin or crepey skin.

How do you use it?

Apply 1-2 pumps to clean skin, smoothing evenly over face, neck and décolleté.

Unique Selling Points:

- Provides controlled exfoliation to enhance natural desquamation, smooth skin and reduce fine lines and wrinkles.
- Smooths and tightens the skin.
- Provides antioxidant protection.
- Those with advanced signs of aging on the neck and décolleté may layer 1 pump of Firming Complex and 1 pump of NeckPerfect Complex for additional age-defying benefits.

Frequently Asked Questions:

- Can I use Firming Complex as my daytime moisturizer?

Answer: Firming Complex is not formulated as a moisturizer. It is an antioxidant-rich, active treatment product that helps to firm and smooth aging skin. An iS Clinical Hydrate product of choice is recommended after application of Firming Complex.

SLIDE 48

TITLE: Firming Complex Key Ingredients

SUBTITLE: N/A

SPEAKER NOTES:

Ingredient Profile:

RESURFACING: Willow Bark Extract (Source of Salicylic Acid), Mixed Fruit Acid Extracts

Salix Alba (Willow) Bark Extract (Source of Salicylic Acid): Encourages desquamation by “dissolving” intercellular “cement” with no inflammatory effects. Also deep cleans pores and removes debris within hair follicles.

Mixed Fruit Acid Extracts: Natural fruit and sugar acids work to enhance desquamation and increase cellular turnover, smooth skin, and decrease fine lines and wrinkles while enabling deeper penetration of ingredients.

HYDRATING: Hyaluronic Acid (Botanically Derived)

Hyaluronic Acid (Botanically Derived): Humectant; demonstrates hydrophilic properties – attracts and binds many times its molecular weight in water.

COLLAGEN SYNTHESIS/FIRMING: Centella Asiatica

Asiaticoside, Asiatic Acid, and Madecassic Acid (Centella Asiatica): Efficacious antioxidant stimulates collagen synthesis and improves microcirculation, capillary flow, and vascular tone. Promotes wound healing and reduction of scar tissue.

ANTIOXIDANT PROTECTION/ANTI-INFLAMMATORY: Green Tea Leaf Extract, Centella Asiatica

Camellia Sinensis (Green Tea) Leaf Extract: Potent antioxidant inhibits DNA damage by counteracting oxidative stress. Possesses anti-inflammatory properties and helps treat immunosuppression.

CELL METABOLISM: Vitamin B5 (Calcium Pantothenate)

Calcium Pantothenate (Vitamin B5): Essential element required for enzymatic functions within all cells. Enables the metabolism of carbohydrates, proteins, and lipids.

Increases cellular integrity and efficiency.

SLIDE 49

TITLE: Youth Eye Complex

SUBTITLE: N/A

SPEAKER NOTES:

What is it?

Youth Eye Complex is a breakthrough formula that utilizes advanced technologies to combat the visible signs of aging. This formula is clinically proven to target areas of concern and as a result it makes the skin look stronger and more resilient. Powerful peptides, key growth factors, and potent antioxidants help reduce the appearance of wrinkles and visibly brighten the under-eye area to keep skin moist, smooth, and protected all day long.

Youth Eye Complex reduces the appearance of periorbital fine lines and wrinkles, enhances firmness and elasticity, soothes and brightens the under-eye area and provides immediate and long-term results.

Who is it good for?

Primary: Periorbital fine lines and wrinkles, thin, crepey skin

Secondary: Dark under-eye circles, puffiness

How do you use it?

Morning and evening: Apply a small amount (or 1/2 pump) to the palm of the hand. Using fingertips, dab and smooth evenly over outside areas of eyes, brow bone, and the delicate under-eye area. Avoid inner corners of the eye.

Unique Selling Points

- Targeted treatment to rapidly reduce the appearance of periorbital fine lines and wrinkles.
- Contains Acetyl Octapeptide-3, a neuromodulator that reduces expression lines by neuromuscular mediation.
- Layer C Eye Serum Advance+ under Youth Eye Complex for an advanced eye treatment.
- Excellent to spot treat anywhere with expression lines on the face (upper lip, glabellar lines, etc.).

- A must-have product for those investing in injections (neurotoxins and fillers) to support, prolong and enhance the effects of their treatments.
- Apply eye cream prior to other serums to create a barrier around the delicate eye area.

Frequently Asked Questions:

- What is the difference between Youth Eye Complex and Eye Complex?

Answer: Both are advanced, multi-tasking formulas containing the highest quality of ingredients. Eye Complex is popular for those with very dry skin around the eyes who want help with dark circles and puffiness. A mixed fruit acid blend mildly exfoliates to improve desquamation and hydration of dry skin around the eyes. Youth Eye Complex is a good choice for those seeking to rapidly reduce the appearance of fine lines and wrinkles, sagging and experience long term benefits including improvement of dark under-eye circles.

SLIDE 50

TITLE: Youth Eye Complex Key Ingredients

SUBTITLE: N/A

SPEAKER NOTES:

Ingredient Profile:

HYDRATING: Hyaluronic Acid (Botanically Derived), Hyaluronic Acid Microspheres (Botanically Derived):

Hyaluronic Acid (Botanically Derived): Humectant; demonstrates hydrophilic properties – attracts and binds many times its molecular weight in water.

Hyaluronic Acid Microspheres (Botanically Derived): Pure hyaluronic acid that has been cross-linked, dehydrated, and encapsulated into microspheres. The microspheres act like tiny sponges, absorbing TEWL and expanding to fill in wrinkles.

COLLAGEN SYNTHESIS / FIRMING: Tripeptide-1 (Copper Tripeptide-1), Pseudoalteromonas Ferment Extract, Centella Asiatica, Glycosaminoglycans

Tripeptide-1 (Copper Tripeptide-1): Tripeptide-1 (Copper Tripeptide-1) has been clinically proven to stimulate the synthesis of collagen in skin fibroblasts, and increase accumulation of total proteins, glycosaminoglycans, and DNA in dermal wounds. The Tripeptide-1 (Copper Tripeptide-1) sequence is present in collagen and it is suggested that the Tripeptide-1

(Copper Tripeptide-1) is released after tissue injury. Tripeptide-1 (Copper Tripeptide-1) also increases synthesis of decorin – a small proteoglycan in the regulation of collagen synthesis, wound healing regulation, and anti-tumor defense.

Pseudoalteromonas Ferment Extract (Extremozyme): Encourages collagen synthesis and protects collagen via metalloproteinase (MMP) effects; strengthens dermis for less puffiness.

Asiaticoside, Asiatic Acid, and Madecassic Acid (Centella Asiatica): Efficacious antioxidant stimulates collagen synthesis and improves microcirculation, capillary flow, and vascular tone. Promotes wound healing and the reduction of scar tissue.

Glycosaminoglycans: Stabilizes and maintains healthy molecular geometry of collagen; increasing skin firmness, elasticity, and resistance to stress and sagging.

NEUROMUSCULAR INHIBITOR: Acetyl Octapeptide-3

Acetyl Octapeptide-3: Reduces expression wrinkles by neuromuscular mediation.

ANTIOXIDANT PROTECTION AND BRIGHTENING: Retinyl Palmitate (Vitamin A), Tocopheryl Acetate (Vitamin E), Ascorbyl Palmitate (Vitamin C), and Pantothenic Acid (Vitamin B5)

Retinyl Palmitate (Vitamin A), Tocopheryl Acetate (Vitamin E), Ascorbyl Palmitate (Vitamin C), and Pantothenic Acid (Vitamin B5): Provitamins necessary for healthy skin metabolic function; help lessen dark under-eye circles.



SLIDE 51

TITLE: Youth Eye Complex

SUBTITLE: Improvements in Periorbital Area Clinical Study

SPEAKER NOTES:

Youth Eye Complex Improvements in Periorbital Area Clinical Study:

Improvements in the periorbital area including hydration, puffiness, wrinkles, and softness/smoothness were evaluated for subjects using the iS Clinical product Youth Eye Complex.

Products Used:

Youth Eye Complex was applied 2 times per day for 30 days.

Subjects were evaluated at time zero, 4 hours, 2 days, 7 days and 30 days.

Results and Conclusions:

For the entire group of subjects, the improvements in periorbital wrinkling and fine lines began after only 4 hours of use.

After 30 days: Subjects own responses:

- 100% of subjects noted improvements in wrinkles.
- 86% of subjects noted improvements in hydration.
- 79% of subjects noted improvements in softness/smoothness.
- 49% of subjects noted improvements in puffiness.
- Wrinkles and fine lines steadily improved through each time period examined.
- There were immediate and long-term results seen across multiple concerns.

SLIDE 52

TITLE: Youth Eye Complex

SUBTITLE: Before and After: Immediate Results

SPEAKER NOTES:

Youth Eye Complex Before and After: 4 HOURS

Youth Eye Complex visibly reduces the appearance of fine lines and wrinkles around the eye area.

Improvements Noted:

- Improvement in fine lines and wrinkles.
- Skin is firmer and smoother.
- Increased luminosity.

SLIDE 53

TITLE: Youth Eye Complex

SUBTITLE: Before and After: Intermediate Results

SPEAKER NOTES:

Youth Eye Complex Before and After: 7 DAYS

Youth Eye Complex visibly reduces the appearance of fine lines and wrinkles around the eye area.

Improvements Noted:

- Improvement in fine lines and wrinkles.
- Skin is firmer and smoother.
- Increased luminosity.

SLIDE 54

TITLE: Youth Eye Complex

SUBTITLE: Before and After: Long-Term Results

SPEAKER NOTES:

Youth Eye Complex Before and After: 30 DAYS

Youth Eye Complex visibly reduces the appearance of fine lines and wrinkles around the eye area.

Improvements Noted:

- Improvement in fine lines and wrinkles.
- Skin is firmer and smoother.
- Increased luminosity.

SLIDE 55

TITLE: Youth Complex

SUBTITLE: N/A

SPEAKER NOTES:

What is it?

Youth Complex is the first cosmeceutical formulation to offer immediate, intermediate, and long-term visible improvements to aging skin. This breakthrough formula is a unique blend of potent antioxidants, innovative natural hydrators, and our exclusive bio-complex that addresses targeted aging phenomena with clinical precision. Youth Complex provides rapid initial hydration for visible “plumping” of fine lines and wrinkles, promotes controlled exfoliation, and is clinically proven to support the foundation of healthy skin.

Who is it good for?

Primary: All skin types, aging skin, fine lines and wrinkles

Secondary: Thin, crepey skin, poor elasticity, rough skin texture

How do you use it?

Morning or evening after cleansing, apply a small amount to clean skin, smoothing evenly over face and neck (or as directed).

Unique Selling Points

- Provides immediate, intermediate, and long-term results.
- Gently exfoliates to smooth, improve the appearance of lines and wrinkles, and enhance penetration of ingredients.
- Supports a stronger, more resilient dermal-epidermal junction (DEJ).
- Acts as a 5 in 1: Plumps, hydrates, provides gentle exfoliation, antioxidant protection, and improves collagen synthesis.

Frequently Asked Questions:

- I am allergic to copper or nickel alloys in some jewelry. Could I be allergic to some ingredients found in iS Clinical products?

Answer: Jewelry allergies or sensitivities related to nickel or copper alloys are to metallic nickel or copper. iS Clinical products contain no metallic copper or nickel.

The ingredients “Copper Tripeptide-1” and “Copper PCA” contain different forms of copper that are non-metallic and incorporated chemically within other molecules. Copper Tripeptide-1 is a short peptide composed of three amino acids complexed with copper. It is identical to a naturally occurring molecule, i.e. is “bioidentical”, and naturally occurs within skin and other human cells used for tissue repair and synthesis of new, youthful collagen.



SLIDE 56

TITLE: Youth Complex Key Ingredients

SUBTITLE: N/A

SPEAKER NOTES:

Ingredient Profile:

HYDRATING: Hyaluronic Acid (Botanically Derived), Hyaluronic Acid Microspheres (Botanically Derived):

Hyaluronic Acid (Botanically Derived): Humectant; demonstrates hydrophilic properties – attracts and binds many times its molecular weight in water.

Hyaluronic Acid Microspheres (Botanically Derived): Pure hyaluronic acid that has been cross-linked, dehydrated, and encapsulated into microspheres. The microspheres act like tiny sponges, absorbing TEWL and expanding to fill in wrinkles.

EXFOLIATING: Mixed Fruit Acid Extracts, Willow Bark Extract (Source of Salicylic Acid)

Mixed Fruit Acid Extracts: Natural fruit and sugar acids work to enhance desquamation and increase cellular turnover, smooth skin, and decrease fine lines and wrinkles while enabling deeper penetration of ingredients.

Salix Alba (Willow) Bark Extract (Source of Salicylic Acid): Encourages desquamation by “dissolving” intercellular “cement” with no inflammatory effects. Also deep cleans pores and removes debris within hair follicles.

COLLAGEN SYNTHESIS / WOUND HEALING / ANTIOXIDANT PROTECTION: Tripeptide-1 (Copper Tripeptide-1), Centella Asiatica

Tripeptide-1 (Copper Tripeptide-1): Tripeptide-1 (Copper Tripeptide-1) has been clinically proven to stimulate the synthesis of collagen in skin fibroblasts, and increase accumulation of total proteins, glycosaminoglycans, and DNA in dermal wounds. The Tripeptide-1 (Copper Tripeptide-1) sequence is present in collagen and it is suggested that the Tripeptide-1

(Copper Tripeptide-1) is released after tissue injury. Tripeptide-1 (Copper Tripeptide-1) also increases synthesis of decorin – a small proteoglycan in the regulation of collagen synthesis, wound healing regulation, and anti-tumor defense.

Asiaticoside, Asiatic Acid, and Madecassic Acid (Centella Asiatica): Efficacious antioxidant stimulates collagen synthesis and improves microcirculation, capillary flow, and vascular tone. Promotes wound healing and the reduction of scar tissue.

SLIDE 57

TITLE: Youth Complex

SUBTITLE: Improvement in Collagen Synthesis

SPEAKER NOTES:

Youth Complex Improvement in Collagen Synthesis Clinical Study:

In this study, human fibroblasts were exposed to Youth Complex to determine if the product caused fibroblasts to synthesize collagen.

Results and Conclusions:

Not only does Youth Complex significantly improve the ability of human fibroblasts to synthesize collagen, but collagen synthesis continued to improve and increase over the entire three-day study period even though the product was only applied on day 1 and rinsed off following application.

This indicates successful and efficient penetration of Youth Complex inside the fibroblasts to the desired site of action.

With aging, the collagen content of the skin decreases about 1% per year. By the age of 60, less than half of the functional collagen is synthesized compared to youthful levels. Therefore, products that improve collagen synthesis are of great interest in improving skin health and appearance.

SLIDE 58

TITLE: The Dermal-Epidermal Junction (DEJ)

SUBTITLE: N/A

SPEAKER NOTES:

The Dermal-Epidermal Junction (DEJ)

A weakened dermal-epidermal junction is associated with signs of aging.

The DEJ in the graphic is represented by the wavy yellow-green line.

As you can see in young skin, a healthy DEJ exhibits a wave-like pattern with high peaks, providing support for the epidermis.

As we age, the DEJ flattens like an old mattress and loses its support structures, causing wrinkling and sagging.

Youth Complex is clinically proven to support a stronger, more resilient dermal-epidermal junction resulting in a more youthful appearance.

SLIDE 59

TITLE: Youth Complex

SUBTITLE: Before and After: Immediate Results

SPEAKER NOTES:

Products Used: Youth Complex morning and evening.

One week prior to study onset, subjects discontinued use of any moisturizer or other cosmetic products.

Product was applied to the face twice daily. Written subject assessments at one hour, four hours, four weeks, and eight weeks were performed.

Assessment of four parameters was completed: fine lines and wrinkles, smoothness/firmness, hydration/moisture, and overall skin texture.

Improvements Noted:

Improvements in fine lines and wrinkles, smoothness, and hydration.

SLIDE 60

TITLE: Youth Complex

SUBTITLE: Before and After: Intermediate Results

SPEAKER NOTES:

Products Used: Youth Complex morning and evening.

One week prior to study onset, subjects discontinued use of any moisturizer or other cosmetic products.

Product was applied to the face twice daily. Written subject assessments at one hour, four hours, four weeks, and eight weeks were performed.

Assessment of four parameters was completed: fine lines and wrinkles, smoothness/firmness, hydration/moisture, and overall skin texture.

Improvements Noted:

Improvements in fine lines and deeper wrinkles, skin smoothness, firmness, texture and hydration.

SLIDE 61

TITLE: Youth Complex

SUBTITLE: Before and After: Long-term Results

SPEAKER NOTES:

Products Used: Youth Complex morning and evening.

One week prior to study onset, subjects discontinued use of any moisturizer or other cosmetic products.

Product was applied to the face twice daily. Written subject assessments at one hour, four hours, four weeks, and eight weeks were performed.

Assessment of four parameters was completed: fine lines and wrinkles, smoothness/firmness, hydration/moisture, and overall skin texture.

Improvements Noted:

Improvements in fine lines and wrinkles, smoothness/firmness, hydration/moisture, and overall skin texture.

SLIDE 62

TITLE: Youth Serum

SUBTITLE: N/A

SPEAKER NOTES:

What is it?

Youth Serum is designed to give skin the best of both worlds: immediate and long-term visible results. Immediate results come from advanced technologies that support healthy skin structures and instantly diminish the appearance of fine lines for a visibly firmed complexion. Meanwhile, Youth Serum's safe, bio-identical growth factors help to visibly reduce fine lines and wrinkles long-term. Our patented Extremozyme technology combined with a powerful blend of antioxidants, provides support against environmental aggressors. The result is a more youthful, vibrant, and resilient complexion.

Who is it good for?

Primary: All skin types, fine lines and wrinkles

Secondary: Rough texture, loose, sagging skin

How do you use it?

Morning and evening after cleansing, apply a small amount (or 1-2 drops) to the palm of hand. Using fingertips, dab and smooth evenly around the eye area, face, and/or neck.

Dab and press into skin, avoid rubbing. Rubbing can cause product to pill.

Unique Selling Points

- A non-exfoliating serum that instantly firms and tightens the skin.
- Tripeptide-1 (Copper Tripeptide-1), a safe bioidentical growth factor analog, visibly reduces fine lines and wrinkles long-term.
- A powerful antioxidant blend provides support against environmental aggressors.
- Excellent under makeup to provide smooth texture to the skin.
- Can be used as a targeted spot treatment or applied to the entire face and neck.

Frequently Asked Questions:

- What is the difference between Youth Complex and Youth Serum?

Answer: Youth Complex is a medium-weight emulsion that includes exfoliating ingredients including Willow Bark Extract (Source of Salicylic Acid) and a proprietary blend of Mixed Fruit Acid Extracts.

Youth Serum is a lightweight gel formula that does not contain any exfoliating ingredients.



SLIDE 63

TITLE: Youth Serum Key Ingredients

SUBTITLE: N/A

SPEAKER NOTES:

Ingredient Profile:

DNA REPAIR AND PROTECTION: Extremozymes

Extremozymes: A proprietary combination of extremophilic enzymes, clinically proven to protect and repair fragile proteins and DNA components.

ANTIOXIDANT PROTECTION / COLLAGEN SYNTHESIS / WOUND HEALING: Tripeptide-1 (Copper Tripeptide-1), Retinyl Palmitate (Vitamin A), and Tocopheryl Acetate (Vitamin E), Ascorbyl Palmitate (Vitamin C), Centella Asiatica, Intelligent Peptides & Proteins, Ahnfeltia Concinna Extract

Tripeptide-1 (Copper Tripeptide-1): Tripeptide-1 (Copper Tripeptide-1) has been clinically proven to stimulate the synthesis of collagen in skin fibroblasts, and increase accumulation of total proteins, glycosaminoglycans, and DNA in dermal wounds. The Tripeptide-1 (Copper Tripeptide-1) sequence is present in collagen and it is suggested that the Tripeptide-1

(Copper Tripeptide-1) is released after tissue injury. Tripeptide-1 (Copper Tripeptide-1) also increases synthesis of decorin – a small proteoglycan in the regulation of collagen synthesis, wound healing regulation, and anti-tumor defense.

Retinyl Palmitate (Vitamin A), Tocopheryl Acetate (Vitamin E), and Ascorbyl Palmitate (Vitamin C): Powerful vitamin antioxidant blend, encapsulated in a liposome for ease of penetration.

Asiaticoside, Asiatic Acid, and Madecassic Acid (Centella Asiatica): Efficacious antioxidants that stimulate collagen synthesis and improve microcirculation, capillary flow, and vascular tone to promote wound healing and reduction of scar tissue.

Intelligent Peptides & Proteins: Primarily Pseudoalteromonas Ferment Extract, a glycoprotein from the Antarctic Sea, and hydrolyzed wheat and soy proteins. Clinically proven to identify and adhere to damaged sites, providing targeted regeneration.

Ahnfeltia Concinna Extract: An intertidal seaweed algae extract from the Rhodophyta group containing proteoglycans, peptides, polypeptides, and glycans.

Triggers the epidermis to begin the collagen repair process.

SLIDE 64

TITLE: Youth Serum

SUBTITLE: Clinical Study

SPEAKER NOTES:

Youth Serum Collagen Synthesis Clinical Study:

Youth Serum was evaluated for its ability to encourage collagen synthesis in aged human fibroblasts.

Fibroblasts with a biologic age of 55+ years were grown in cell culture with and without exposure to Youth Serum, as well as 2 other popular products advertised to increase collagen synthesis.

The cultures without exposure to any products served as the control.

Product 1 was a formula using Swiss technology and Product 2 was popular a dual-chamber serum.

Fibroblasts were then evaluated to measure collagen synthesis over the course of 24 hours.

Results and Conclusions:

Youth Serum clearly improved the synthesis of collagen compared to the control, Product 1 and Product 2.

- Fibroblasts in the presence of Youth Serum synthesized much more collagen compared to control cells without exposure to Youth Serum.
- Fibroblasts in the presence of Product 1 and Product 2 were unable to synthesize more collagen than the control cells.
- Collagen synthesis actually **decreased** with application of Product 1 and Product 2, compared to the control where no product was applied.

SLIDE 65

TITLE: NeckPerfect Complex

SUBTITLE: N/A

SPEAKER NOTES:

What is it?

Powered by targeted botanicals and extremely powerful antioxidants, NeckPerfect Complex transforms your neck, jawline, and décolleté to appear more lifted, tightened, and defined. This revolutionary age-defying formula gently exfoliates the skin to diminish the appearance of fine lines and wrinkles, while dramatically improving the look of skin tone and texture. With continued use, the neck and décolleté appear smoother, contoured, and sculpted for a more radiant, youthful-looking complexion.

Who is it good for?

Primary: Sagging skin, aging skin, fine lines and wrinkles

Secondary: Poor elasticity, rough texture, thin, crepey skin

How do you use it?

Morning and evening, apply a small amount to clean skin, smoothing evenly over neck and décolleté.

Unique Selling Points

- Excellent to support and prolong the results of in-office treatments. Also a great alternative for those seeking improvements without undergoing in-office treatments.
- NeckPerfect Complex can be used to prevent and treat “Tech Neck” in both younger and aging clients.
- This is a preventative and corrective product for all signs of aging on the neck, décolleté, and jawline.

Frequently Asked Questions:

- Should I use a moisturizer in addition to NeckPerfect Complex?

Answer: NeckPerfect Complex delivers powerful hydration along with potent antioxidants and nutrition for the skin. A moisturizer may be used afterward as desired but may not be needed.

Extreme Protect SPF 30 can provide excellent moisturizing benefits with sun protection during the day.

Reparative Moisture Emulsion would be a great moisturizer choice to add for evening.



SLIDE 66

TITLE: NeckPerfect Complex Key Ingredients

SUBTITLE: N/A

SPEAKER NOTES:

Ingredient Profile:

COLLAGEN SYNTHESIS: Acacia Senegal Gum, Hydrolyzed Rice Protein, Hydrolyzed Rhizobian Gum

Acacia Senegal Gum: Sourced from the stem and branches of the African Acacia tree (sustainable development in the sub-Sahara), helps to immediately smooth and firm the skin.

Hydrolyzed Rice Protein: Small peptides help enhance collagen synthesis and improve the cellular metabolism.

Hydrolyzed Rhizobian Gum: A special Polysaccharide biopolymer ECOCERT compliant – helps to instantly firm and smooth the skin.

HYDRATING / ANTI-INFLAMMATORY: Hydrolyzed Quinoa, Sweet Almond Seed Extract

Hydrolyzed Quinoa: Ingredient that provides nutrients and binds moisture to support recovery of damaged skin. Also helps prevent damage from environmental stressors by forming a protective barrier on the skin.

Prunus Amygdalus Dulcis (Sweet Almond) Seed Extract: Helps to enhance the complexion and suppleness of the skin while providing anti-inflammatory benefits.

HYDRATING: Sodium Hyaluronate (Hyaluronic Acid – Botanically Derived)

Sodium Hyaluronate (Hyaluronic Acid – Botanically Derived): Humectant; demonstrates hydrophilic properties – attracts and binds many times its molecular weight in water.

EXFOLIATING: Mixed Fruit Acid Extracts, Willow Bark Extract (Source of Salicylic Acid)

Mixed Fruit Acid Extracts: Natural fruit and sugar acids work to enhance desquamation and increase cellular turnover, smooth skin, and decrease fine lines and wrinkles while enabling deeper penetration of ingredients.

Salix Alba (Willow) Bark Extract (Source of Salicylic Acid): Encourages desquamation by “dissolving” intercellular “cement” with no inflammatory effects. Also deep cleans pores and removes debris within hair follicles.

SLIDE 67

TITLE: NeckPerfect Complex

SUBTITLE: Before and After: Wrinkling and crepiness

SPEAKER NOTES:

NeckPerfect Complex Clinical Study

This study examined the ability of NeckPerfect Complex to improve the appearance of the neck area in subjects with an aged neck over a period of 3 months (12 weeks).

Parameters Evaluated:

- Skin hydration by Corneometer.
- Skin firmness by Cutometer.
- Skin elasticity by Cutometer.
- Skin texture/smoothness by VisioScan.
- Digital photographs.

Products Used:

NeckPerfect Complex was applied morning and evening for 12 weeks.

A neutral cleanser and SPF were also used.

Results and Conclusions:

NeckPerfect Complex significantly improves the appearance of the aging neck.

Results of the evaluations were obtained by medical instruments, clinical grading, and subject self-evaluations.

Improvements Noted:

- Increased skin hydration.
- Improved skin firmness.
- Improved skin elasticity.

- Improved skin texture and smoothness.
- Improved appearance of fine lines and wrinkles.
- Improved overall appearance of neck profile and configuration.



SLIDE 68

TITLE: NeckPerfect Complex

SUBTITLE: Before and After: Sagging, deep wrinkling, crepiness

SPEAKER NOTES:

NeckPerfect Complex Clinical Study

This study examined the ability of NeckPerfect Complex to improve the appearance of the neck area in subjects with an aged neck over a period of 3 months (12 weeks).

Parameters Evaluated:

- Skin hydration by Corneometer.
- Skin firmness by Cutometer.
- Skin elasticity by Cutometer.
- Skin texture/smoothness by VisioScan.
- Digital photographs.

Products Used:

NeckPerfect Complex was applied morning and evening for 12 weeks.

A neutral cleanser and SPF were also used.

Results and Conclusions:

NeckPerfect Complex significantly improves the appearance of the aging neck.

Results of the evaluations were obtained by medical instruments, clinical grading, and subject self-evaluations.

Improvements Noted:

- Increased skin hydration.
- Improved skin firmness.
- Improved skin elasticity.

- Improved skin texture and smoothness.
- Improved appearance of fine lines and wrinkles.
- Improved overall appearance of neck profile and configuration.



SLIDE 69

TITLE: NeckPerfect Complex

SUBTITLE: Before and After: Skin texture, sagging and wrinkling

SPEAKER NOTES:

NeckPerfect Complex Clinical Study

This study examined the ability of NeckPerfect Complex to improve the appearance of the neck area in subjects with an aged neck over a period of 3 months (12 weeks).

Parameters Evaluated:

- Skin hydration by Corneometer.
- Skin firmness by Cutometer.
- Skin elasticity by Cutometer.
- Skin texture/smoothness by VisioScan.
- Digital photographs.

Products Used:

NeckPerfect Complex was applied morning and evening for 12 weeks.

A neutral cleanser and SPF were also used.

Results and Conclusions:

NeckPerfect Complex significantly improves the appearance of the aging neck.

Results of the evaluations were obtained by medical instruments, clinical grading, and subject self-evaluations.

Improvements Noted:

- Increased skin hydration.
- Improved skin firmness.
- Improved skin elasticity.

- Improved skin texture and smoothness.
- Improved appearance of fine lines and wrinkles.
- Improved overall appearance of neck profile and configuration.



SLIDE 70

TITLE: Copper Firming Mist

SUBTITLE: N/A

SPEAKER NOTES:

What is it?

This refreshing treatment mist provides potent antioxidant protection and defends against the visual signs of aging while instantly hydrating, smoothing, and firming the look and feel of skin. Copper Firming Mist helps support the skin's natural balance by featuring a combination of Copper and botanically sourced

Copper also helps firm and regulate sebum production. This product also contains a botanical antioxidant combination with antibacterial, antifungal, toning, and firming properties. A highly bioavailable form of resveratrol has multiple skin benefits including antioxidant, anti-inflammatory, environmental protection, fortification, and maintenance of DEJ, lightening, wrinkle reduction, and hydration.

Who is it good for?

All skin types, dry, dehydrated skin, aging skin, blemish-prone skin, sunburn (erythema)

How do you use it?

For a refreshing boost of hydration, close eyes and spray mist liberally over face and neck.

Unique Selling Points:

- Increases firmness and elasticity.
- Provides refreshing hydration.
- Helps support the barrier and provides antioxidant protection.
- Sets makeup for all day wear.
- This is a great solution for dry, dehydrated skin commonly experienced during air travel. It also fits the TSA standards for carry-on liquids.

Frequently Asked Questions:

- Will Copper Firming Mist help heal acne?

Answer: Yes! Copper ions act as antimicrobials that combat *Cutibacterium acnes*. The use of topical copper ions has been associated with improved wound healing.



SLIDE 71

TITLE: Copper Firming Mist Key Ingredients

SUBTITLE: N/A

SPEAKER NOTES:

Ingredient Profile:

FIRMING: Copper PCA, Biopeptide Copper, Resveratrol

Copper PCA: Helps firm and regulate sebum production. Helps stimulate collagen synthesis.

Biopeptide Cu (Copper): Copper is the most important micronutrient for the repair of the human tissue and aids in anti-wrinkle, moisturizing, and hair loss protection.

It is also a cofactor of many enzymes, including cytochrome C oxidase (necessary for the energy production), superoxide dismutase (provides antioxidant protection), and lysyloxidase (promotes the cross-linkage of elastin and collagen in skin).

Pichia/Resveratrol Ferment Extract (Metabiotic Resveratrol): A highly bioavailable form of resveratrol, obtained via symbiosis with yeast and plant sources. Has multiple skin benefits including antioxidant, anti-inflammatory, environmental protection, fortification, and maintenance of DEJ, lightening, wrinkle reduction, and hydration.

HYDRATING: Biopeptide Copper, Resveratrol

Biopeptide Cu (Copper): Copper is the most important micronutrient for the repair of the human tissue and aids in anti-wrinkle, moisturizing, and hair loss protection.

It is also a cofactor of many enzymes, including cytochrome C oxidase (necessary for the energy production), superoxide dismutase (provides antioxidant protection), and lysyloxidase (promotes the cross-linkage of elastin and collagen in skin).

Pichia/Resveratrol Ferment Extract (Metabiotic Resveratrol): A highly bioavailable form of resveratrol, obtained via symbiosis with yeast and plant sources. Has multiple skin benefits including antioxidant, anti-inflammatory, environmental protection, fortification, and maintenance of DEJ, lightening, wrinkle reduction, and hydration.

COLLAGEN SYNTHESIS/WOUND HEALING: Copper PCA, Resveratrol

Copper PCA: Helps firm and regulate sebum production. Helps stimulate collagen synthesis.

Pichia/Resveratrol Ferment Extract (Metabiotic Resveratrol): A highly bioavailable form of resveratrol, obtained via symbiosis with yeast and plant sources. Has multiple skin benefits including antioxidant, anti-inflammatory, environmental protection, fortification, and maintenance of DEJ, lightening, wrinkle reduction, and hydration.

ANTIOXIDANT PROTECTION/ANTIBACTERIAL/ANTIFUNGAL: Cola Nitida Seed Extract, Paullinia Cupana Extract and Ilex Paraguariensis Leaf Extract, Resveratrol (Pichia/Resveratrol Ferment Extract)

SEBUM REGULATION: Copper PCA



SLIDE 72

TITLE: Tri-Active Exfoliating Masque

SUBTITLE: N/A

SPEAKER NOTES:

Next, let's discuss the iS clinical products that are designed for use 1-3x per week for regular exfoliation and intense hydration. We'll discuss the benefits of Tri-Active Exfoliating Masque, Active Peel System, Extra Strength Active Peel Brightening System, and Hydra-Intensive Cooling Masque.

Regular exfoliation enhances hydration by removing layers of dead dry skin cells on the surface of the skin.

We recommend choosing 1 exfoliant at a time to incorporate into client regimens, and iS Clinical has options for all skin types and conditions. The following exfoliating products are discussed in order from the most gentle to the most advanced.

Remember, **Warming Honey Cleanser** is a beautiful option to gently exfoliate and nourish dry, sensitive, or inflamed skin. The papaya enzymes break down and digest dead proteins on the skin's surface without disrupting the skin's pH.

Cleansing Complex Polish provides chemical and physical exfoliation with botanically sourced salicylic and glycolic acids, and the addition of rounded, cellulose microparticles complexed with Jojoba Esters for added hydration. This is another gentle, hydrating exfoliant for all skin types including dry, sensitive skin.

Tri-Active Exfoliating Masque

What is it?

Tri-Active Exfoliating Masque combines powerful botanical enzymes, Salicylic Acid, and eco-friendly micro beads to provide an ideal combination of physical and biochemical exfoliation, while Brazilian Blood Orange provides added antioxidant protection and a luxurious aroma. This transformative treatment masque product dramatically helps to smooth, brighten and soften your skin.

Who is it good for?

Primary: Normal, dry, oily or combination skin, rough skin texture, fine lines and wrinkles

Secondary: Enlarged/congested pores, dull skin

How do you use it?

Use Tri-Active Exfoliating Masque approximately once a week, or as directed. Moisten face with water then apply a thin even layer, gently rubbing in a circular motion and let sit. Leave masque on for up to 5 minutes to allow enzymes to function. A gentle warming sensation may occur due to an increase in micro-circulation. Rinse with cool water and immediately pat dry.

Unique Selling Points:

- Provides 3 forms of exfoliation: Chemical, physical and enzymatic for powerful yet gentle exfoliation.
- Smooths skin, decongests pores and brightens.
- Tri-Active Exfoliating Masque and Hydra-Intensive Cooling Masque make up the Smooth and Soothe at-home treatment.
- Sensitive, sensitized skin and cystic acne (grades III and IV): Simply apply like a masque for the benefits of chemical and enzymatic exfoliation without inducing inflammation. Do not massage or manipulate.
- **PRO TIP:** Apply in the shower to let steam further activate the enzymes.

Frequently Asked Questions:

- If I have sensitive or sensitized skin, can I use Tri-Active Exfoliating Masque?

Answer: Yes! For sensitive or sensitized skin, apply a thin layer, and do not rub or massage. Leave on as a masque for 5 minutes to allow enzymes to function and rinse off. You will still reap the benefits of enzymatic exfoliation, while avoiding physical exfoliation from the microbeads.

Enzymes are a great alternative to traditional AHA's and BHA's for exfoliation of sensitive skin. They work by dissolving dead proteins in the pores without causing irritation.

SLIDE 73

TITLE: Tri-Active Exfoliating Masque Key Ingredients

SUBTITLE: N/A

SPEAKER NOTES:

Ingredient Profile:

EXFOLIATING: Cellulose & Vitamin B Microparticles, Willow Bark Extract (Source of Salicylic Acid), Papain (Papaya) Enzymes, Bromelain (Pineapple) Enzymes

Cellulose & Vitamin B Microparticles: A natural, organic scrub particle that acts as an exfoliating agent with soothing and repairing properties.

Salix Alba (Willow) Bark Extract (Source of Salicylic Acid): Encourages desquamation by “dissolving” intercellular “cement” with no inflammatory effects. Also deep cleans pores and removes debris within hair follicles.

Papain (Papaya) and Bromelain (Pineapple) Enzymes: These enzymes act as an exfoliator by breaking down and digesting dead, keratinized cells (proteins) in the skin.

ANTIOXIDANT PROTECTION: Brazilian Blood Orange Extract

Brazilian Blood Orange Extract: Provides antioxidant protection and an enhanced sensorial application experience.

FIRMING/SEBUM REGULATION: Copper PCA

Copper PCA: Helps firm skin and regulate sebum production. Helps stimulate collagen synthesis.

SLIDE 74

TITLE: Active Peel System

SUBTITLE: N/A

SPEAKER NOTES:

What is it?

The clinically advanced botanically based Active Peel System is a powerful yet gentle, fast-acting two-step treatment designed to resurface and polish the skin while providing hydration, rejuvenation, and antioxidant protection. Designed to use every other day, this complete skin treatment produces a cool tingling sensation upon application as it activates. This well-balanced system helps to improve the appearance of skin tone and texture, resulting in a smooth, hydrated, and more youthful-looking complexion.

Let's review the Active Peel System two-step process:

Step 1 is designed to provide controlled exfoliation, featuring a proprietary combination of powerful yet gentle botanical acids combined with soothing, nurturing botanical extracts.

Step 2 provides hydration and rejuvenation, featuring our proprietary botanical Extremozyme technology and Copper Tripeptide-1 combined with soothing active botanicals.

Who is it good for?

Primary: All skin types, blemish-prone skin, large or congested pores, rough skin texture, aging skin.

Secondary: Gentle yet powerful solutions for sensitive skin.

How do you use it?

Recommended for use every other day, preferably in the evening. However, adjust frequency of use depending on sensitivity level of the skin.

After cleansing, apply Step 1 over entire face and neck; leave on for three minutes (do not rinse), then apply Step 2 over same area, and leave on.

Note: The Active Peel System Step 1 and Step 2 application will produce a cool tingling sensation; this is normal.

If an individual feels tightness in the skin after application of the Active Peel System, application of an iS Clinical moisturizer is suitable for use following Step 2.

Unique Selling Points:

- A complete 2-step system designed to powerfully yet gently exfoliate and replenish the skin with hydration and nutrients.
- Excellent to improve the appearance of fine lines, wrinkles, dryness and dehydration, acne-prone skin, large or congested pores, and hyperpigmentation.
- Advanced exfoliation system for resistant skin conditions without over drying or damaging the barrier.
- Complements and prolongs the results of monthly facials and enhances the results of at-home products.
- Great for preparation and maintenance before and after the Prodigy Peel Systems, once the skin has re-epithelialized.

Frequently Asked Questions:

- How would you include this into your regimen if using Active Serum too?

Answer: Active Peel System and Active Serum should be used on alternating nights; they should not be layered or used on the same night.

Adjust frequency of use depending on sensitivity level of the skin.

- Can someone with rosacea use Active Peel System?

Answer: if the skin is not currently experiencing a flare-up, the client has been on a consistent, long-term iS Clinical regimen, and routinely sees their dermatologist and/or skincare professional, then there are no contraindications to it.

Should the client not fit the above description, then it is recommended that they begin their journey on an easy, anti-inflammatory regimen, with reassessment and skin analysis update occurring anywhere between 4 to 8 weeks base upon the level of barrier impairment and skincare professional's recommendation.

SLIDE 75

TITLE: Active Peel System

SUBTITLE: STEP 1 Key Ingredients

SPEAKER NOTES:

Ingredient Profile:

Step 1 of Active Peel System is designed to provide controlled exfoliation, featuring a proprietary combination of powerful yet gentle botanical acids combined with soothing, nurturing botanical extracts. Exfoliation is provided through the combination of several ingredients.

Step 1: Key Ingredients

EXFOLIATING: Sugarcane Extract (Source of Glycolic Acid), Willow Bark Extract (Source of Salicylic Acid), Mixed Fruit Acid Extracts

Saccharum Officinarum (Sugarcane) Extract: Desquamation agent that encourages exfoliation of stratum corneum.

Salix Alba (Willow) Bark Extract (Source of Salicylic Acid): Encourages desquamation by “dissolving” intercellular “cement” with no inflammatory effects. Also deep cleans pores and removes debris within hair follicles.

Mixed Fruit Acid Extracts: Natural fruit and sugar acids work to enhance desquamation and increase cellular turnover, smooth skin, and decrease fine lines and wrinkles while enabling deep penetration of ingredients.

ANTI-INFLAMMATORY: Witch Hazel Water, Aloe Leaf Juice, Green Tea Leaf Extract

Hamamelis Virginiana (Witch Hazel) Water: Powerful anti-inflammatory agent that contains gallic acid and tannins helping protect against skin damage, fight acne, and soothe skin.

Aloe Barbadensis Leaf Juice: Anti-inflammatory agent promotes wound healing, collagen synthesis, and contains antimicrobial properties.

Camellia Sinensis (Green Tea) Leaf Extract: Potent antioxidant inhibits DNA damage by counteracting oxidative stress. Possesses anti-inflammatory properties and helps treat immunosuppression.

SLIDE 76

TITLE: Active Peel System

SUBTITLE: STEP 2 Key Ingredients

SPEAKER NOTES:

Ingredient Profile:

Step 2 of the Active Peel System provides hydration and rejuvenation, featuring our proprietary botanical Extremozyme technology and Tripeptide-1 combined with soothing active botanicals.

Step 2: Key Ingredients

COLLAGEN SYNTHESIS / WOUND HEALING: Tripeptide-1 (Copper Tripeptide-1)

Tripeptide-1 (Copper Tripeptide-1): Tripeptide-1 (Copper Tripeptide-1) has been clinically proven to stimulate the synthesis of collagen in skin fibroblasts, and increase accumulation of total proteins, glycosaminoglycans, and DNA in dermal wounds. The Tripeptide-1 (Copper Tripeptide-1) sequence is present in collagen and it is suggested that the Tripeptide-1

(Copper Tripeptide-1) is released after tissue injury. Tripeptide-1 (Copper Tripeptide-1) also increases synthesis of decorin – a small proteoglycan in the regulation of collagen synthesis, wound healing regulation, and anti-tumor defense.

DNA PROTECTION: Extremozymes

Extremozymes: proprietary combination of extremophilic enzymes, clinically proven to protect and repair fragile proteins and DNA components.

ANTIBACTERIAL: Pentylene Glycol

Pentylene Glycol (Sugarcane Derived Humectant): Sugarcane pulp derived glycol that adds hydration and product protection from bacteria and has less impact on the environment due to its process.

BRIGHTENING: Complex of Ascorbic Acid, Colloidal Gold, and Glutathione.

Ascorbic Acid: Specially formulated with other ingredients in the formula to be a highly potent cofactor for collagen synthesis. This stabilized, bio-available form of Vitamin C retains all other benefits of the ingredient, including antioxidant activity against environmental stresses, brightening, and protection from photoaging.

Colloidal Gold: Gold complexed into a colloidal form that is biologically usable by the body and participates in collagen synthesis.



SLIDE 77

TITLE: Active Peel System Study Results and Conclusions

SUBTITLE: N/A

SPEAKER NOTES:

Products Used:

Active Peel System was used every other night for a period of 8 weeks with the addition of Cleansing Complex morning and evening, and Eclipse SPF 50+ in the morning.

Improvements Noted:

Appearance of lines & wrinkles, laxity/sagging, periorbital darkness, overall brightness, texture, pore size, radiance, luminosity, tone, and smoothness.

SLIDE 78

TITLE: Active Peel System Study Results and Conclusions

SUBTITLE: N/A

SPEAKER NOTES:

Products Used:

Active Peel System was used every other night for a period of 8 weeks with the addition of Cleansing Complex morning and evening, and Eclipse SPF 50+ in the morning.

Improvements Noted:

Appearance of fine lines and wrinkles, texture, smoothness, luminosity, radiance, brightness, and periorbital wrinkles.

SLIDE 79

TITLE: Active Peel System Study Results and Conclusions

SUBTITLE: N/A

SPEAKER NOTES:

Products Used:

Active Peel System was used every other night for a period of 8 weeks with the addition of Cleansing Complex morning and evening, and Eclipse SPF 50+ in the morning.

Improvements Noted:

Appearance of hyperpigmentation, tone, texture, brightness, smoothness, and underlying inflammation.

SLIDE 80

TITLE: Extra Strength Active Peel Brightening System

SUBTITLE: N/A

SPEAKER NOTES:

Achieve professional-grade results with the clinically advanced Extra Strength Active Peel Brightening System.

This ADVANCED and powerful, fast-acting, two-step treatment is designed to visibly brighten the skin while providing advanced hydration and rejuvenation, minimizing the appearance of fine lines, wrinkles (including deep wrinkles) and renewing the look of skin tone and texture. Experience instantly luminous and smoother skin as well as long-term results with this breakthrough at-home brightening treatment.

Why now and who is Extra Strength Active Peel Brightening System for?

Skincare professionals and consumers alike are always searching for ways to enhance their in-office and at-home treatments. With Extra Strength Active Peel Brightening System, iS Clinical Partners can take their client and patient outcomes to new levels. With enhanced exfoliating and brightening power, clients and patients will experience a more radiant, youthful complexion while improving the overall health and quality of their skin. **This treatment is only sold through our brick-and-mortar partner's clinics and not sold online due to the power of this system.**

Let's explore the benefits of Extra Strength Active Peel Brightening System...

WHAT IS IT?

This professional-strength, fast-acting, two-step treatment is designed to visibly resurface and brighten the skin's appearance while

providing advanced hydration, minimizing the appearance of fine lines and renewing the look of skin tone and texture.

Experience instantly glowing skin as well as long-term results with this breakthrough brightening at-home treatment.

Step 1 provides advanced exfoliation and resurfacing with a potent blend of Alpha and Beta Hydroxy Acids including two forms of Salicylic Acid (botanically and lab-sourced), Sugarcane Extract including Sugar Maple (both botanical sources of Glycolic Acid), Bilberry Extract (botanical source of Lactic Acid), and Mixed Fruit Acids including Orange, Lemon, Apple, and Sugar Maple Extracts.

Step 2 provides advanced brightening, hydration, and rejuvenation, featuring advanced ingredients including Succinic Acid, Snowflake Bulb Extract, Shiitake Mushroom Extract and Lentil Extract.

WHO IS IT FOR?

Skin Types:

Normal, oily, and combination.

Skin Conditions:

Primary: Hyperpigmentation, dullness, rough texture, large or congested pores, blemish-prone skin.

Secondary: Fine lines, deeper wrinkles, and laxity.

HOW DO YOU USE IT?

Recommended for use every third evening (1-2x per week) or as recommended by a skincare professional. Adjust frequency of use depending on skin tolerance.

For short-term use and a more intensive at-home peel, Extra Strength Active Peel Brightening System may be used 4-7 nights consecutively or as directed by the skincare professional.

Mild to moderate flaking, peeling, and/or shedding can be expected. **(Be sure to schedule an appointment with you clients to re-assess their skin when using for consecutive days.)**

APPLICATION INSTRUCTIONS:

o Step 1

§ Using the pre-soaked pad, apply this gently and uniformly to face or other area of application (such as the decollete, back, arms, thighs) (be sure to avoid the eye and mucus membrane areas)

§ Allow 1-3 minutes to dry

o Step 2

§ Using the pre-soaked pad, apply this gently and uniformly to face or other area of application

§ Allow 1-3 minutes to dry

Note: The Active Peel System Step 1 and Step 2 application will produce a cool tingling sensation; this is normal.

A small amount of Moisturizing Complex, Reparative Moisture Emulsion, or SHEALD Recovery Balm is suitable for use following Step 2 if additional moisture is required due to the hydrating properties within Step 2.

UNIQUE SELLING POINTS:

- A **professional-strength** 2-step system designed to **powerfully resurface and brighten** the skin while maintaining overall skin health and integrity.
- Excellent to improve the appearance of **hyperpigmentation including melasma**, as well as **oily, blemish-prone skin**.
- An advanced peel system for resistant skin conditions designed to produce rapid results without over drying or damaging the barrier.
- Designed to be incorporated into in-office treatments and for at-home use.
- Great for preparation and maintenance before and after the Prodigy Peel Systems, once the skin has re-epithelialized.
- Recommended for individuals that tolerate regular use of Active Peel System.
- Hydroquinone-free brightening.
- Safe for use on all Fitzpatrick types.

FREQUENTLY ASKED QUESTIONS:

1. How do I incorporate this into a client's or patient's regimen if they're already using Active Peel System?

Answer: It is not recommended to use Active Peel System and Extra Strength Active Peel Brightening System together. For best results, choose the best option based on the client or patient's skin type, condition, and goals.

For home care regimens, Extra Strength Active Peel Brightening System is designed to be applied every third evening. This product is usually not intended for daily use, with occasional exceptions for very short time periods of up to several days. The provider will determine the appropriate frequency of application, since they know their clients' skin best, ensuring optimal results while avoiding over-exfoliation.

When administered with expert care, the Extra Strength Active Peel Brightening System will not only transform your client's skin but also redefine your expectations of professional-grade skincare.

Noticeable improvements in skin texture, smoothness, and radiance will be observed from a single application, with long term benefits of healthier skin making it a valuable enhancement to any practice.

HOW THEY DIFFER

- Extra Strength Active Peel Brightening System is **sold only by professionals** and is **not available online**.
- Although both are resurfacing, Extra Strength Active Peel Brightening System provides enhanced, professional-strength exfoliating power vs. Active Peel System.
- Extra Strength Active Peel Brightening System is best for improving **hyperpigmentation and pigment irregularities**, and for **short-term use at home**.
- Active Peel System shows faster **fine line and wrinkle improvement** at 8 weeks. (Extra Strength Active Peel Brightening System is expected to catch up after 8 weeks and possibly surpass the results of Active Peel System. **This is due to the powerful resurfacing.**)
- Extra Strength Active Peel Brightening System has 2 additional effects for **cellular longevity/rejuvenation**:
 - o Telomere protection
 - o Mitochondrial energy support

WHY YOU WANT BOTH

- IF YOU ARE A PROFESSIONAL
 - o Extra Strength Active Peel Brightening System can be incorporated into in-office treatments, and Active Peel System is excellent to recommend for regular use at home for maintenance. However, either peel system can be incorporated into customized in-office treatments, specifically tailored to client differences and tolerability.
 - o Both are great to sell for at-home use and are incredibly effective products, although with some ingredient and usage differences.
 - o Active Peel System is excellent for regular at-home use between in-office treatments (3-4x per week or as tolerated).
 - o Extra Strength Active Peel Brightening System is recommended for use 1-2x per week, or used 5-7 nights consecutively or as directed by the skincare professional. Mild to moderate keratolytic effects including flaking, peeling, and/or shedding can be expected.
 - o Some clients will prefer one over the other, so you should offer both products. And regimens may be created incorporating both.

- IF YOU ARE A CUSTOMER

- o Versatility of having 2 peel pad systems with very different resurfacing power, as needed for different circumstances or needs.

2. How do I incorporate Extra Strength Active Peel Brightening System into in-office treatments?

Answer: Extra Strength Active Peel Brightening System has been designed to be customizable with other existing treatments and/or devices to improve their results.

To integrate into professional treatments, we encourage our Partners to be creative, however, it is highly recommended to take caution incorporating this system with other treatments that provide strong exfoliation due to the powerful resurfacing component of the Extra Strength Active Peel Brightening System.

This will make an ideal “lunchtime peel” for your clinic.

As an example, you can utilize Extra Strength Active Peel Brightening System as an exfoliation and brightening enhancement at the end of the Exfoliating Clear Skin Facial. (Please reference the Facial Protocol Booklet in the Marketing Library for the full protocol.)

This will become one of your most powerful and advanced brightening facials within your offerings.

NOTE: For clients with more sensitive or sensitized skin, pre-condition the skin with an appropriate 4-step iS Clinical regimen for a minimum of 4 weeks prior to this treatment and/or, start by introducing our original Active Peel System, working up to the Extra Strengthen Active Peel Brightening System.

3. How do I add Extra Strength Active Peel Brightening System to a client/patient regimen if they're already using Active Serum/Brightening Complex/Youth Complex/Youth Intensive Crème in the evening?

Answer: If a client or patient is currently using an exfoliating Treat product in the evening, simply alternate evening application of the Treat product of choice and the Extra Strengthen Active Peel Brightening System.

If the client or patient experiences sensitivity or irritation, they may apply Pro-Heal Serum Advance+, Hydra-Cool Serum, and/or SHEALD Recovery Balm on the evenings they are not applying Extra Strengthen Active Peel Brightening System.

4. Can someone with rosacea use Extra Strength Active Peel Brightening System?

Answer: If the skin is not currently experiencing a flare-up, the rosacea is well-managed, the client has been on a consistent, long-term iS Clinical regimen, and routinely sees their

dermatologist and/or skincare professional, they should be able to incorporate the Extra Strengthen Active Peel Brightening System 1-2x per week or as tolerated.

Active Peel System is a great option for those who cannot tolerate the Extra Strengthen Active Peel Brightening System.

Should the client not fit the above description, then it is recommended that they begin their skincare journey on a simple anti-inflammatory regimen, with reassessment and skin analysis update occurring anywhere between 4 to 8 weeks base upon the level of barrier impairment and skincare professional's recommendation.

5. Can I use products containing Retinol with Extra Strength Active Peel Brightening System?

Answer:

Yes, however, be sure to alternate nights and do not use other TREAT products on the same night as Extra Strength Active Peel Brightening System.

SLIDE 81

TITLE: Extra Strength Active Peel Brightening System

SUBTITLE: STEP 1 Key Ingredients

SPEAKER NOTES:

Step 1 of Extra Strength Active Peel Brightening System is designed to provide advanced resurfacing featuring enhanced resurfacing power balanced with antioxidant-rich anti-inflammatories to improve and maintain barrier health.

STEP 1: KEY INGREDIENTS

The resurfacing ingredients seen here are very similar to Active Peel System, but there are a few new additions that elevate the power of this advanced treatment:

Sugarcane Extract (Botanical source of glycolic acid): Desquamation agent that encourages exfoliation of the stratum corneum.

Extra Strength Active Peel Brightening System contains 2 forms of Salicylic Acid – botanically sourced Willow Bark Extract and lab-derived Salicylic Acid providing enhanced benefits for oily, blemish prone skin and large pores.

Mixed Fruit Acid Extracts: these are Natural fruit and sugar acids including Lemon, Orange, and Apple extracts, that work to enhance desquamation and increase cellular turnover, smooth skin, and decrease fine lines and wrinkles while enabling deep penetration of ingredients.

An additional ingredient, Sugar Maple Extract derived from the sap of the sugar maple tree, is known to contain malic and tartaric acid, which are natural AHAs with gentle exfoliating properties.

ANTI-INFLAMMATORY/ANTIOXIDANTS:

The same Sugar maple extract that provides gentle exfoliation doubles as a skin conditioning ingredient and powerful antioxidant that provides protection against cell damage caused by free radicals, reduces inflammation and redness, helps clear blemishes and reduce the appearance of large pores.

Witch Hazel Water: Powerful anti-inflammatory agent that contains gallic acid and tannins helping protect against skin damage, fight acne, and soothe skin.

Aloe Leaf Juice: Anti-inflammatory agent promotes wound healing, collagen synthesis, and contains antimicrobial properties.

Green Tea Leaf Extract: Potent antioxidant inhibits DNA damage by counteracting oxidative stress. Possesses anti-inflammatory properties and helps treat immunosuppression.



SLIDE 82

TITLE: Extra Strength Active Peel Brightening System

SUBTITLE: STEP 2 Key Ingredients

SPEAKER NOTES:

HYDRATING:

Pentylene Glycol: derived from Sugarcane pulp provides hydration antibacterial benefits.

Imperata Cylindrica Root Extract (Extremozyme): Optimizes collagen synthesis and hydration in the skin.

Succinic Acid: this ingredient provides multiple benefits including hydration. Succinic Acid's chemical structure is similar to the skin's lipid barrier, which helps hydrate and moisturize the skin.

BRIGHTENING:

Vitamin C (Ascorbic Acid), Gold and Glutathione: Vitamin C specially formulated with Gold and Glutathione. The benefits of Vitamin C (antioxidant activity, brightening, collagen synthesis) are enhanced by a bio-available form of Gold (Colloidal Gold). Glutathione is a naturally-occurring antioxidant that protects the skin from environmental stressors and oxidative damage, inhibits tyrosinase activity and melanin production, and contains anti-inflammatory properties that help soothe skin irritation, reduce redness and improve blemish-prone skin.

Snowflake Bulb Extract: Acts as an anti-aging, anti-wrinkle, antioxidant, smoothing and brightening active. Prevents skin aging by slowing down cell proliferation through dormancy & increases the natural defense against external aggression by enhancing SOD production. Inhibits melanocytes proliferation. Smooths the skin by reducing wrinkles – affecting muscle cell contraction and contributes to brightening of the skin through dormancy of the melanocytes.

Dipotassium Glycyrrhizate (Licorice Root Extract): Antioxidant with anti-inflammatory, anti-irritant, and wound healing properties. Acts as depigmentation agent.

Annona Cherimola (Cherimoya) Fruit Extract: Soothing antioxidant that establishes microbiome balance to improve skin health. Contains Vitamins A and C. Also functions as a tyrosinase inhibitor. Acts as a skin conditioning agent leaving the skin hydrated, soft and smooth.

COLLAGEN SYNTHESIS:

Vitamin C, Gold and Glutathione: These 3 ingredients complexed together increase collagen synthesis by 20x vs. these individual ingredients alone.

Tripeptide-1 (Copper Tripeptide-1): Clinically proven to stimulate the synthesis of collagen in skin fibroblasts and is excellent for wound healing.

DNA REPAIR AND PROTECTION/ANTIOXIDANT PROTECTION:

Imperata Cylindrica Root Extract (Extremozyme): Optimizes collagen synthesis and hydration in the skin.

Snowflake Bulb Extract: Enhances Super Oxide Dismutase (SOD) production in skin cells to protect the skin from oxidative damage.

Shiitake Mushroom Extract: Protects DNA integrity and longevity by preserving telomere length. Keeps skin cells functioning, living, and dividing for longer. Maintaining telomere length for as long as possible is critical for anti-aging.

Lentil Extract: Improves mitochondrial energy production. Lentil Extract is rich in Vitamin B5 which is required for normal cell metabolism.

Succinic Acid: Improves mitochondrial energy products and rich in antioxidant properties to help protect the skin from damage caused by pollution and UV rays.

ANTI-INFLAMMATORY/ANTI-ACNE:

Succinic Acid: Prevents the growth of bacteria that contributes to acne development. Controls sebum production. It can also help reduce the size and inflammation of blemishes. Succinic acid's anti-inflammatory properties can help soothe irritated skin and reduce redness.

Dipotassium Glycyrrhizate (Licorice Root Extract): Antioxidant with anti-inflammatory, anti-irritant, and wound healing properties. Acts as depigmentation agent.

Annona Cherimola (Cherimoya) Fruit Extract: Soothing antioxidant that establishes microbiome balance to improve skin health. Contains Vitamins A and C. Also functions as a tyrosinase inhibitor. Acts as a skin conditioning agent leaving the skin hydrated, soft and smooth.

SLIDE 83

TITLE: Dermal Ultrasound: Skin Density

SUBTITLE: N/A

SPEAKER NOTES:

Ultrasound measurements of dermal thickness/density, which measure collagen, indicated an improvement from baseline at the start of the study in the majority of subjects.

The increased density in collagen is indicated by the bright yellow areas.

63% of subjects experienced an improvement in dermal thickness in 8 weeks.

The product is resurfacing, causing an increase in the desquamation process. In this short study of 8 weeks, the number of subjects improved was impressive. The absolute Ultrasound value increased by 3.18%, and this number is thought to be related to the resurfacing activity of the product and expected to be higher over time.

The short time interval of this study did provide a very strong test of product, considering that collagen measurements usually require at least 12 weeks to improve and often more. It is expected that, given only several more weeks, the Ultrasound absolute measurement would be higher.

SLIDE 84

TITLE: Before & After: Fine lines and wrinkles

SUBTITLE: N/A

SPEAKER NOTES:

This subject had improvement in wrinkles, skin texture, and brightness. Notice reduction in vertical “bunny” lines across the bridge of the nose due to muscle movement.

91% of subjects reported skin looked better with use of product at 4 weeks.

91% of subjects reported skin texture improved at 4 weeks.

SLIDE 85

TITLE: Before & After: Fine lines and wrinkles

SUBTITLE: N/A

SPEAKER NOTES:

Subject had improvements in pores, skin texture, wrinkles, and luminosity.

81% of subjects reported their skin looked more radiant at 8 weeks.

84% of subjects reported their skin seemed healthier having used the product at 8 weeks.

SLIDE 86

TITLE: Before & After: Fine lines and wrinkles

SUBTITLE: N/A

SPEAKER NOTES:

Subject had improvements in fine lines, deep expression wrinkles, texture, pore size, sagging, and luminosity.

84% of subjects reported their skin looked more youthful at 8 weeks.

81% of subjects reported skin felt better using the product at 8 weeks.

SLIDE 87

TITLE: Before & After: Lip color, volume, and border

SUBTITLE: N/A

SPEAKER NOTES:

Subject had improvements in fine lines, deep expression wrinkles, texture, pore size, sagging, and luminosity.

Notice improvement in the vermillion boarder, “bar code” lines above lip, hyperpigmentation and restored lip color.

75% of subjects reported they noticed other improvement at 8 weeks.

SLIDE 88

TITLE: Before & After: Oily skin, large pores, and texture

SUBTITLE: N/A

SPEAKER NOTES:

Subject had improvements in pores and skin texture.

81% of subjects reported their skin texture had improved at 8 weeks.

75% of subjects reported wanting to continue to use the product at 8 weeks.

SLIDE 89

TITLE: Hydra-Intensive Cooling Masque

SUBTITLE: N/A

SPEAKER NOTES:

What is it?

Hydra-Intensive Cooling Masque is a rich, luxurious cooling treatment designed to reinvigorate, refresh, and provide soothing hydration. This professional strength formula features botanical antioxidants Centella Asiatica, Resveratrol, Green Tea, Aloe Vera, and Rosemary Extracts, which are perfectly balanced with botanically sourced Hyaluronic Acid – and nature's most powerful hydrator. Skin will appear luminous, fresh, and hydrated. For skin that is irritated and sensitive (even after sunburn), this lightweight gel masque helps nurture and quench dry skin with a cool burst of refreshment.

Who is it good for?

Primary: All skin types, dry, dehydrated skin

Secondary: Blemish-prone skin, sunburn (erythema), post-procedure (non-ablative)

How do you use it?

After cleansing, apply a thin layer of Hydra-Intensive Cooling Masque evenly over face and neck. Leave masque on 5-10 minutes. May leave on or rinse with water.

Unique Selling Points:

- Provides intense hydration and soothes inflammation associated with dry, dehydrated, and acneic skin.
- May be used as a 5-10 minute treatment or left on overnight for intensive hydration.
- Tri-Active Exfoliating Masque and Hydra-Intensive Cooling Masque make up the Smooth and Soothe at-home treatment.
- Warming Honey Cleanser and Hydra-Intensive Cooling Masque make up the Warm Up, Cool Down at-home treatment.
- PRO TIP: Use weekly as a treatment between facials for a boost of hydration.

Frequently Asked Questions:

- How often should I use Hydra-Intensive Cooling Masque?

Answer: In general, it is recommended to apply Hydra-Intensive Cooling Masque 1 or 2 times a week for additional hydration, although you can apply the masque as often as you like. This refreshing treatment is excellent for dry or dehydrated skin, inflamed and sensitive skin, post sun exposure, and active individuals frequently outdoors, spending time in or near water.



SLIDE 90

TITLE: Hydra-Intensive Cooling Masque Ingredients

SUBTITLE: N/A

SPEAKER NOTES:

Ingredient Profile:

HYDRATING: Sodium Hyaluronate (Hyaluronic Acid – Botanically Derived), Aloe Leaf Juice, Resveratrol

Sodium Hyaluronate (Hyaluronic Acid – Botanically Derived): Humectant; demonstrates hydrophilic properties – attracts and binds many times its molecular weight in water.

Aloe Barbadensis Leaf Juice: Anti-inflammatory agent that promotes wound healing, collagen synthesis, and contains antimicrobial properties.

Resveratrol (Pichia/Resveratrol Ferment Extract): A highly bioavailable form of Resveratrol, obtained via symbiosis with yeast and plant sources. Has multiple skin benefits including antioxidant, anti-inflammatory, protection against environmental stress including UV photo-exposure, fortification and maintenance of the DEJ, lightening, wrinkle reduction and hydration.

ANTIOXIDANT PROTECTION/ANTI-INFLAMMATORY: Centella Asiatica, Aloe Leaf Juice, Rosemary Leaf Oil, Grape Seed Extract, Green Tea Leaf Extract, Licorice Root Extract, Resveratrol

Asiaticoside, Asiatic Acid, and Madecassic Acid (Centella Asiatica): Efficacious antioxidant stimulates collagen synthesis and improves microcirculation, capillary flow, and vascular tone. Promotes woundhealing and reduction of scar tissue.

Aloe Barbadensis Leaf Juice: Anti-inflammatory agent that promotes wound healing, collagen synthesis, and contains antimicrobial properties.

Rosmarinus Officinalis (Rosemary) Leaf Oil: Potent antioxidant that possesses photoprotective, anti-inflammatory, antibacterial, antiviral, and antitumorigenic properties.

Vitis Vinifera (Grape) Seed Extract: Potent antioxidant and counter-irritant that promotes cutaneous wound healing.

Camellia Sinensis (Green Tea) Leaf Extract: Potent antioxidant inhibits DNA damage by counteracting oxidative stress. Possesses anti-inflammatory properties and helps treat immunosuppression.

Glycyrrhiza Glabra (Licorice) Root Extract: Antioxidant that possesses anti-inflammatory, anti-irritant, and wound healing properties. Acts as a depigmentation agent.

Resveratrol (Pichia/Resveratrol Ferment Extract): A highly bioavailable form of Resveratrol, obtained via symbiosis with yeast and plant sources. Has multiple skin benefits including antioxidant, anti-inflammatory, protection against environmental stress including UV photo-exposure, fortification and maintenance of the DEJ, lightening, wrinkle reduction and hydration.

COLLAGEN SYNTHESIS/WOUND HEALING/FIRMING: Resveratrol, Aloe Leaf Juice, Centella Asiatica, Grape Seed Extract

Resveratrol (Pichia/Resveratrol Ferment Extract): A highly bioavailable form of Resveratrol, obtained via symbiosis with yeast and plant sources. Has multiple skin benefits including antioxidant, anti-inflammatory, protection against environmental stress including UV photo-exposure, fortification and maintenance of the DEJ, lightening, wrinkle reduction and hydration.

Aloe Barbadensis Leaf Juice: Anti-inflammatory agent that promotes wound healing, collagen synthesis, and contains antimicrobial properties.

Asiaticoside, Asiatic Acid, and Madecassic Acid (Centella Asiatica): Efficacious antioxidant stimulates collagen synthesis and improves microcirculation, capillary flow, and vascular tone. Promotes woundhealing and reduction of scar tissue.

Vitis Vinifera (Grape) Seed Extract: Potent antioxidant and counter-irritant that promotes cutaneous wound healing.

ANTIBACTERIAL/ANTIVIRAL: Rosemary Leaf Oil

Rosmarinus Officinalis (Rosemary) Leaf Oil: Potent antioxidant that possesses photoprotective, anti-inflammatory, antibacterial, antiviral, and antitumorigenic properties.

SLIDE 91

TITLE: THANK YOU
SUBTITLE: N/A

SPEAKER NOTES:

