



# **iS Clinical Product Knowledge - Hydrate**

**(PRESENTATION SPEAKER NOTES)**

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## SLIDE 1

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**TITLE:** iS Clinical Product Knowledge

**SUBTITLE:** N/A

**SPEAKER NOTES:**



## SLIDE 2

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**TITLE:** Cleanse, Treat, Hydrate, Protect

**SUBTITLE:** N/A

**SPEAKER NOTES:**

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

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**TITLE:** Hydrate

**SUBTITLE:** N/A

**SPEAKER NOTES:**

**Step 3 – Hydrate**

Hydrate is the third step in any iS Clinical regimen. iS Clinical's Hydrate products dramatically improve skin hydration and texture and provide an antioxidant-rich barrier against environmental stressors.

iS Clinical Hydrate products come in a variety of textures from ultra-lightweight to luxurious crème to suit all skin types, tones, genders and texture preferences and are formulated to layer beautifully with our Treat and Protect products.

## SLIDE 4

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**TITLE:** Hydra Cool Serum

**SUBTITLE:** N/A

**SPEAKER NOTES:**

**What is it?**

Hydra-Cool Serum is formulated to rejuvenate, hydrate, and visibly soothe the skin. This refreshing, powerful, penetrating serum combines superior antioxidants with essential botanicals and bio-nutrients. Hydra-Cool Serum is designed for all skin types and for all ages and is gentle enough for even the most sensitive skin.

**Who is it good for?**

Primary: All skin types, dry, dehydrated skin, acne, mild sunburn, redness, irritation, or damaged skin

Secondary: Aging skin, side effects of cancer therapies

**How do you use it?**

Apply a small amount to the palm of hand. Using fingertips, dab and smooth evenly over face and neck. Hydra-Cool Serum may be used by itself or layered with other iS Clinical products.

**Unique Selling Points**

- Hydra-Cool Serum is like a drink of water for the skin!
- Excellent to calm and soothe inflammation associated with acne prone skin and inflammatory skin conditions.
- In addition to providing intense hydration, it also includes botanical antioxidants and brightening properties.
- Can be used alone for lightweight, powerful hydration, or mixed with any other iS Clinical product to boost hydration and to minimize the sensation of active ingredients.
- Helpful for anyone new to iS Clinical or pharmaceutical-grade products.
- Soothing for post-shaving or waxing for men and women.
- Soothing for sunburned skin.

- Hollywood makeup artist secret: Mix a few drops into foundation for a dewy glow!

#### **Frequently Asked Questions:**

- Can I use Hydra-Cool Serum too often?

Answer: Hydra-Cool Serum may be used any time of the day or night and whenever you would like to calm or hydrate your skin.

- What is the tingling/cooling sensation when I apply Hydra-Cool Serum?

Answer: The slightly cool, refreshing, tingling sensation comes from the natural botanical Mentha extract in Hydra-Cool Serum.

It is derived from the peppermint leaf and acts as a natural analgesic and antiseptic. It also has the ability to relieve skin irritations.

## SLIDE 5

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**TITLE:** Hydra-Cool Serum Key Ingredients

**SUBTITLE:** N/A

**SPEAKER NOTES:**

**Ingredient Profile:**

**HYDRATING / COLLAGEN SYNTHESIS / WOUND HEALING / BARRIER REPAIR / CELL**

**METABOLISM:** Sodium Hyaluronate (Hyaluronic Acid – Botanically Derived), Centella Asiatica, Pantothenic Acid (Vitamin B5)

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

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.

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.

**BRIGHTENING / ANTIBACTERIAL / ANTIMICROBIAL / ANTIBIOTIC:** Mushroom Extract

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.

## SLIDE 6

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**TITLE:** Moisturizing Complex

**SUBTITLE:** N/A

**SPEAKER NOTES:**

**What is it?**

Intensively hydrating, antioxidant-rich Moisturizing Complex is formulated with powerful botanicals, natural vitamins, potent antioxidants, and essential bio-nutrients, which work synergistically to help support a moisturizing, protective barrier against environmental aggressors. Designed for use in the morning or evening, for all skin types and all ages, this formula is an effective and truly versatile moisturizer.

**Who is it good for?**

Primary: All skin types, dehydrated skin, dry skin

Secondary: Irritated skin, post-procedure (use after skin has re-epithelialized)

**How do you use it?**

Apply a small amount to clean skin, smoothing evenly over face and neck.

**Unique Selling Points:**

- Great for all skin types from dry to oily and acneic skin that prefers a light, airy texture.
- Great introduction to iS Clinical products.
- Vitamin A balances cell renewal and turnover, necessary for repairing dry skin and blemishes.
- Perfect for clients that are resistant to using a moisturizer such as those struggling with oily skin and acne.

**Frequently Asked Questions:**

- If I have oily skin or acne, why do I need a moisturizer?

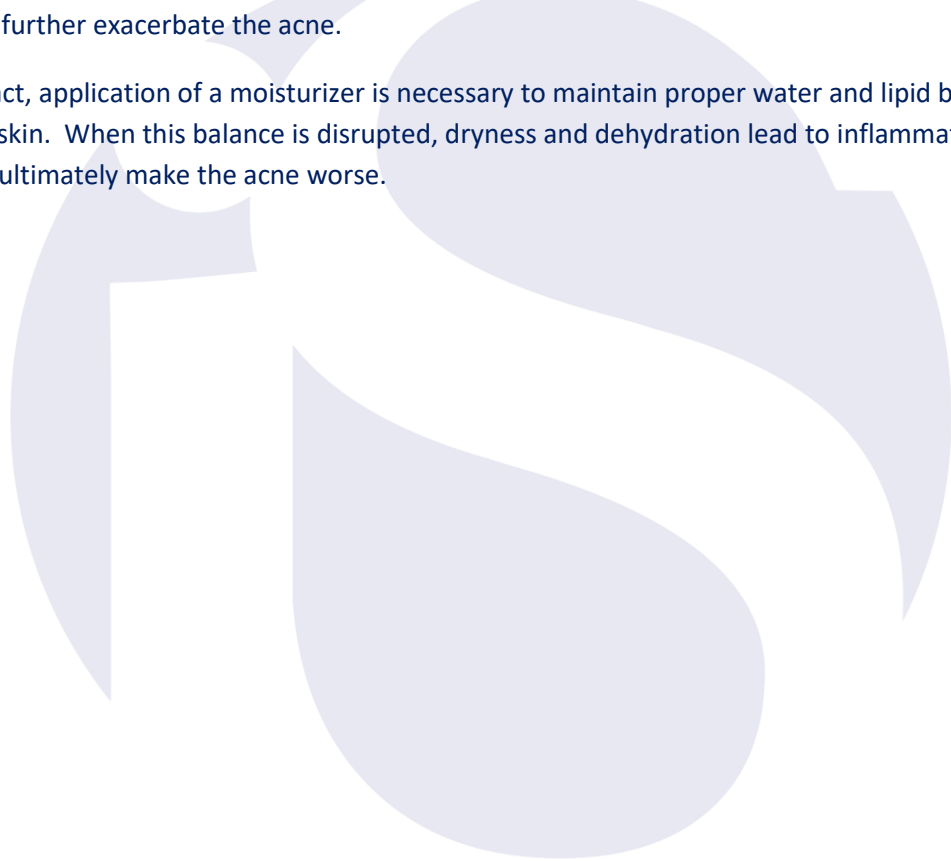
Answer: Acne is an inflammatory disease. By drying, scrubbing and stripping the skin of it's natural protective barrier and not applying moisturizer, you are creating an environment that



will only cause more inflammation, making the acne worse and damaging the surrounding tissue in the process. Many other over the counter (OTC) acne products are damaging. They rob the skin of water that is required for healthy cellular functioning while failing to control oil production. In fact, skin that is aggressively dehydrated will respond to the injury by producing more oil.

Surprisingly, most skin with acne is dehydrated. A common mistake is to think that the oily skin of acne should be “dried out” with harsh products, and application of moisturizer will clog pores and further exacerbate the acne.

In fact, application of a moisturizer is necessary to maintain proper water and lipid balance in the skin. When this balance is disrupted, dryness and dehydration lead to inflammation which will ultimately make the acne worse.



## SLIDE 7

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**TITLE:** Moisturizing Complex Key Ingredients

**SUBTITLE:** N/A

**SPEAKER NOTES:**

**Ingredient Profile:**

**HYDRATING/BARRIER REPAIR:** Hyaluronic Acid (Botanically Derived), Jojoba Seed Oil

Hyaluronic Acid (Botanically Derived) 10.0%

Humectant; demonstrates hydrophilic properties – attracts and binds many times its molecular weight in water.

Simmondsia Chinensis (Jojoba) Seed Oil 1.0%

Natural oil acts as an emollient and moisturizer.

**ANTIOXIDANT PROTECTION:** Tocopheryl Acetate (Vitamin E), Retinyl Palmitate (Vitamin A), Green Tea Leaf Extract, Centella Asiatica

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

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

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

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.

**CELL METABOLISM:** Pantothenic Acid (Vitamin B5)

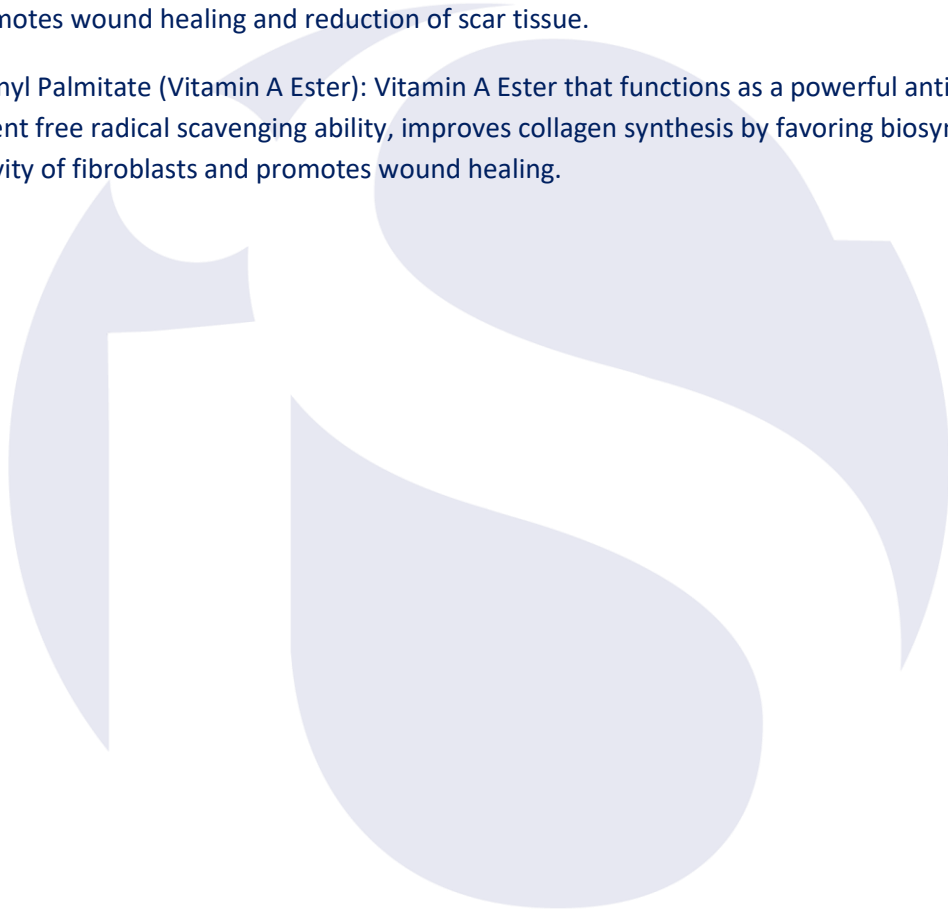
Pantothenic Acid (Vitamin B5): Essential element required for enzymatic functions within all cells.

Enables the metabolism of carbohydrates, proteins, and lipids, increasing cellular integrity and efficiency.

**COLLAGEN SYNTHESIS/WOUND HEALING:** Centella Asiatica, Retinyl Palmitate (Vitamin A)

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.

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



## SLIDE 8

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**TITLE:** Reparative Moisture Emulsion

**SUBTITLE:** N/A

**SPEAKER NOTES:**

**What is it?**

This intensive, rejuvenating moisturizer is formulated with pharmaceutical-grade botanicals, peptides, and powerful antioxidants. Reparative Moisture Emulsion helps keep your skin healthy, smooth, and protected.

Much more than a moisturizer, Reparative Moisture Emulsion repairs accumulated DNA damage and prevents new damage that leads to cell malfunction.

**Who is it good for?**

Primary: All skin types, dry, dehydrated skin, fine lines and wrinkles, sensitive skin.

Secondary: Compromised/irritated skin, pre-makeup application.

**How do you use it?**

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

**Unique Selling Points**

- Much more than your average moisturizer! Reparative Moisture Emulsion prevents and repairs damaged DNA with Extremozyme technology.
- Great for those who need intense moisture but prefer a medium-weight texture.
- A good introduction to anti-aging products.
- Excellent as a makeup primer.

**Frequently Asked Questions:**

- Is Reparative Moisture Emulsion just another moisturizer?

Answer: Reparative Moisture Emulsion is much more than a moisturizer. Although it has excellent hydrating properties, it is also a strongly reparative product. It is loaded with

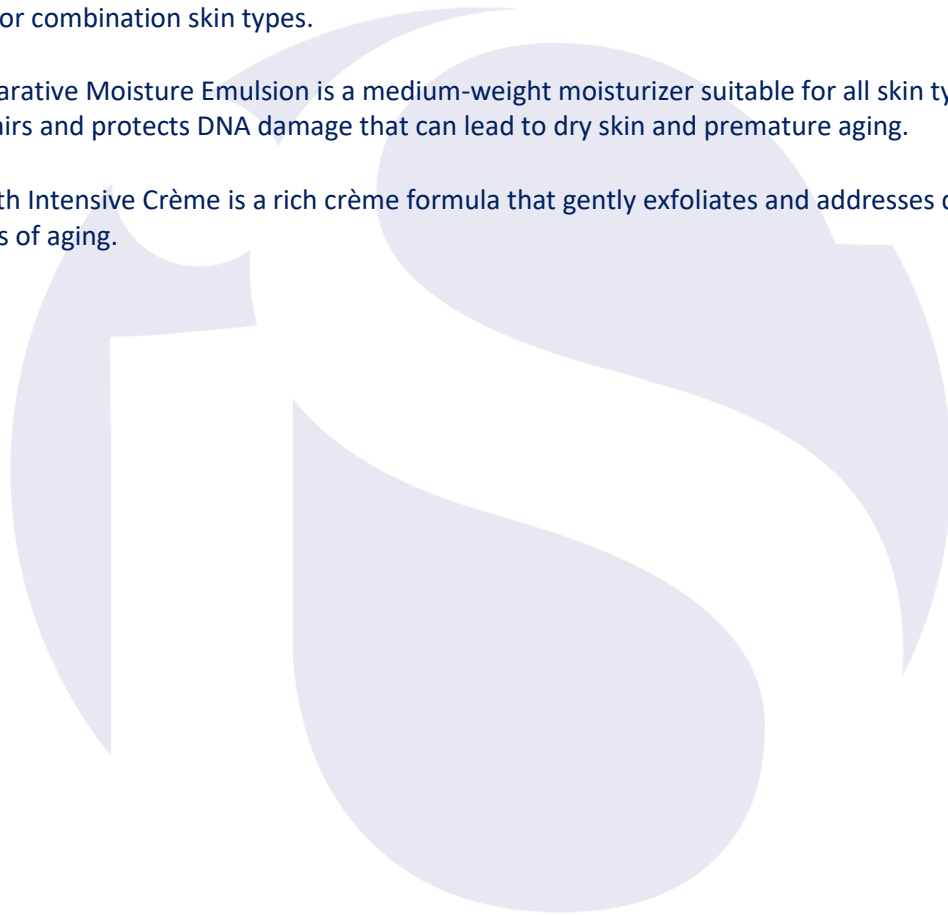
regenerative ingredients including peptides, powerful antioxidants and Extremozymes which are enzymes that help protect and repair the DNA of skin cells.

- Why would I choose Reparative Moisture Emulsion instead of Moisturizing Complex or Youth Intensive Crème?

Answer: Moisturizing Complex provides intense hydration with a light, airy texture preferred by oily or combination skin types.

Reparative Moisture Emulsion is a medium-weight moisturizer suitable for all skin types that repairs and protects DNA damage that can lead to dry skin and premature aging.

Youth Intensive Crème is a rich crème formula that gently exfoliates and addresses dry skin and signs of aging.



## SLIDE 9

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**TITLE:** Reparative Moisture Emulsion Key Ingredients

**SUBTITLE:** N/A

**SPEAKER NOTES:**

**Ingredient Profile:**

**HYDRATING / MOISTURIZING:** 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.

**DNA REPAIR AND PROTECTION / ANTIOXIDANT PROTECTION:** Extremozymes, Superoxide Dismutase (SOD)

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

Superoxide Dismutase (SOD): This uniquely designed, natural enzyme safely absorbs harmful free radicals which works 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.

**COLLAGEN SYNTHESIS:** Tripeptide-1 (Copper Tripeptide-1), 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.

Glycosaminoglycans: GAGs stabilize and maintain the healthy molecular geometry of collagen, increasing skin firmness, elasticity, and resistance to stress and sagging.

## SLIDE 10

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**TITLE:** Daily Dynamic Hydrator

**SUBTITLE:** Powered by GeneXC Technology

**SPEAKER NOTES:**

**Daily Dynamic Hydrator is a hydrator, powered by GeneXC® technology.**

Like GeneXC Serum, it has epigenetic benefits with extremozymes and Vit C. This is a very important aspect to note on this product.

Daily Dynamic Hydrator transcends ordinary hydration. This high-performance moisturizer is clinically proven to deliver deep, lasting hydration, defend against environmental stressors, and visibly improve signs of aging. Powered by GeneXC Technology, Extremozymes, and Vitamin C, this cutting-edge, elegant formulation protects against cellular damage and promotes a visibly brighter, more youthful complexion. Infused with botanically derived Exosomes and biomimetic, wrinkle-reducing peptides that restore skin firmness and revitalize aging skin.

**Benefits**

Provides intense hydration to the skin

Strengthens and rejuvenates the skin barrier

Defends the skin against daily environmental stressors

Softens fine lines and signs of aging

Brightens and supports collagen with Vitamin C + additional antioxidants

Powered by GeneXC® Technology to enhance skin vitality

## SLIDE 11

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**TITLE:** Daily Dynamic Hydrator Key Ingredients

**SUBTITLE:** N/A

**SPEAKER NOTES:**

**SKIN BARRIER, HYDRATION and MOISTURE:**

**SODIUM HYALURONATE:** Natural hydrating molecule that works as a humectant that attracts and retains large amounts of water in the skin.

**GLUCOMANNAN:** is a carbohydrate derived from the Konjac Root (Voodoo Lilly). Provides intense hydration anti-aging benefits, drawing in even more water than sodium hyaluronate, enhancing skin elasticity and suppleness. It' gel-like texture, aids in the absorption of water and protects skin barrier, helping to lock in hydration and balance the skin's microbiome. It has been used in TCM for centuries, both oral and topically, for it's anti-aging benefits. Also, antibacterial. Rich in vitamins, proteins, lipids, and fatty acids.

**SUNFLOWER EXTRACT:** This extract comes from the entire plant, not the seed. It contains bioidentical lipids/linoleic acid, which is essential for a healthy skin barrier, locking in hydration and moisture.

**EXTREMOZYMES:**

Haberlea Rhodopensis Extract: (Also known as Orpheus Flower which is a resurrection plant) This is a potent antioxidant to protect skin and cells vital structures such as DNA from free radical damage. It helps repair and protect against environmental stressors. It also provides skin conditioning properties to smooth, soften and hydrate as well as support collagen production and brighten the skin.

Selaginella Lepidophylla: (Also known as the Rose of Jericho) Another resurrection plant with hydrating properties and reduces TEWL. Rich in antioxidants and polysaccharides. This plant can survive decades without water and then come alive and thrive when re-hydrated.

**ANTIOXIDANT, BRIGHTENING, COLLAGEN SYNTHESIS:**

**TETRAHEXYLDECYL ASCORBATE, ASCORBIC ACID, GOLD, PROLINE, DIPALMITOYL**

**HYDROXYPROLINE:** Helps synthesize youthful, healthy collagen and maintain collagen structure.

Proline + dipalmitoyl hydroxyproline: amino acids, important building blocks in the product of proteins. Help skin to retain moisture and improve elasticity. Rebuild damaged tissue and support healing, improving scars and sun damaged cells. Nutritional elements for healthy collagen.



**CAPROOYL TETRAPEPTIDE-3:** Bioidentical peptide required for synthesis of structural proteins in the ECM and DEJ. Improves synthesis of collagen VII and Laminin-5, both of which are required for a stronger adhesion of the epidermis to the dermis. Protein synthesis to improve the architecture of the skin to minimize the appearance of fine lines and deeper wrinkles and laxity.

**TRYPEPTIDE-1:** Growth Factor Analog and emergency response molecule. Excellent for collagen synthesis and wound healing and repairing the structure of the skin.

**EXOSOMES:**

Plankton Extract: Derived from marine plankton, known for skin conditioning properties. Plankton Extract provides many benefits for the skin including sending out anti-inflammatory messages. It is known to provide nourishment, hydration, cellular repair and antioxidant with anti-inflammatory benefits. Rich in essential nutrients and phytochemicals to protect against UV damage and have antioxidant effects to protect from photodamage and protecting DNA from environmental stressors, including pollution.

**MITOCHONDRIAL ENERGY:**

VITAMIN B5: (Panthenyl Triacetate) and Adenosine Triphosphate (ATP): assists with cellular and mitochondrial energy. ATP, the energy molecule, produced by the cell, so cells can work more efficiently and live longer.

## SLIDE 12

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**TITLE:** Daily Dynamic Hydrator

**SUBTITLE:** Powered by GeneXC® Technology

**SPEAKER NOTES:**

This Clinically proven, 3-in-1 formula has been created to renew, hydrate, and defend the skin.

Renews and treating visible signs of aging.

Hydrates and rejuvenates the skin barrier.

Defends and protects the skin and cell function against environmental aggressors.

Daily Dynamic Hydrator's number 1 function is as a hydrator that is powered by GeneXC® technology.

**What is GeneXC Technology?**

Like GeneXC Serum, it provides epigenetic benefits, and contains Extremozymes and two potent forms of Vitamin C. This is a very important aspect to note when you will be training on this product.

Daily Dynamic Hydrator by far exceeds ordinary hydrators. This high-performance moisturizer is clinically proven to deliver deep, lasting hydration, defend against environmental stressors, and visibly improve signs of aging. This superior and elegant formulation protects against cellular damage and promotes a visibly brighter, more youthful complexion.

Formulated with botanically derived Exosomes and biomimetic, wrinkle-reducing peptides that restore skin firmness and revitalize aging skin as well as ingredients that support mitochondrial energy to improve cell function and efficiency.

**Benefits for our clients:**

Provides intense hydration to the skin

Strengthens and rejuvenates the skin barrier

Defends the skin against daily environmental stressors

Softens fine lines and helps to diminish signs of aging

Brightens and supports collagen with 2 forms of Vitamin C + additional antioxidants

Powered by GeneXC® Technology to enhance skin vitality



## SLIDE 13

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**TITLE:** Daily Dynamic Hydrator (Before & After)

**SUBTITLE:** Powered by GeneXC® Technology

**SPEAKER NOTES:**

**Day 7 (1 week)**

This two-week study evaluated the effects of Daily Dynamic Hydrator on skin health.

**IMPROVEMENTS NOTED:**

Elasticity/Laxity especially in nasolabial fold, marionette lines and jowling.

Redness

Pores

Texture

Hydration

Wrinkles

Uneven tone

Pigment around eyes

## SLIDE 14

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**TITLE:** Daily Dynamic Hydrator (Before & After)

**SUBTITLE:** Powered by GeneXC® Technology

**SPEAKER NOTES:**

**Day 7 (1 week)**

**IMPROVEMENTS NOTED:**

Texture

Wrinkles

Crepiness

Flakiness

Hydration

## SLIDE 15

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**TITLE:** Daily Dynamic Hydrator (Before & After)

**SUBTITLE:** Powered by GeneXC® Technology

**SPEAKER NOTES:**

**Day 14 (2 weeks)**

Younger subject with clear inflammation, sensitivity, and dryness.

**IMPROVEMENTS NOTED:**

Redness and inflammation

Texture

Hydration

## SLIDE 16

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**TITLE:** Daily Dynamic Hydrator (Before & After)

**SUBTITLE:** Powered by GeneXC® Technology

**SPEAKER NOTES:**

**Day 14 (2 weeks)**

**IMPROVEMENTS NOTED:**

Elasticity/Laxity especially in nasolabial fold, marionette lines and jowling.

Wrinkles

Redness

Hydration

Uneven tone

## SLIDE 17

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**TITLE:** Daily Dynamic Hydrator (Before & After)

**SUBTITLE:** Powered by GeneXC® Technology

**SPEAKER NOTES:**

**Day 14 (2 weeks)**

Younger subject, damaged sensitive and dehydrated skin but has oilier skin. Daily Dynamic Hydrator helped with balancing the excess sebum production, reducing inflammation.

**IMPROVEMENTS NOTED:**

Redness

Excess oiliness

Pores

Wrinkles, especially the nasolabial fold



## SLIDE 18

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**TITLE:** Youth Intensive Crème

**SUBTITLE:** N/A

**SPEAKER NOTES:**

**What is it?**

Youth Intensive Crème is an extraordinarily rich and luxurious age-defying formula that helps to reduce the appearance of fine lines and wrinkles as it provides powerful hydration. This transformative crème scientifically combines the purest and most effective botanically-derived moisturizers, antioxidants, resurfacing acids, and a bioidentical growth factor analog. Clinically proven, Youth Intensive Crème smooths the skin, revealing a firmer and more radiant, youthful complexion.

**Who is it good for?**

Primary: Normal, dry or combination skin, dehydrated skin, fine lines and wrinkles, mature skin

Secondary: Loss of elasticity, dullness

**How do you use it?**

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

(Avoid layering with additional exfoliating products).

**Unique Selling Points:**

- Provides clinically proven 24-hour hydration.
- A luxurious crème that repairs and prevents signs of aging.
- Gently exfoliates and intensely hydrates, which is necessary for desquamation of stubborn, dead, dry skin cells.
- Loved by clients with dry, aging skin seeking a rich crème with the added benefit of active ingredients.
- Multiple benefits in 1 product: improves dryness and dehydration, provides gentle exfoliation and antioxidant protection, improves collagen and elastin synthesis, brightens.

- Can be used on areas of the body with stubborn dry skin (legs, feet, elbows).

**Frequently Asked Questions:**

- Could you use this after applying Active Serum or Poly-Vitamin Serum?

Answer: Youth Intensive Crème contains mild mixed fruit acids extracts that gently exfoliate the skin. Individuals who are new to utilizing pharmaceutical grade skin care, or with a tendency to sensitivity should begin use gradually, 1-2 times per week, without use of other exfoliating products such as Active Serum and Poly-Vitamin Serum on the same night.

Brightening Complex and Brightening Serum: Dayspa Magazine Professionals Choice Awards for Brightening



## SLIDE 19

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**TITLE:** Youth Intensive Crème Key Ingredients

**SUBTITLE:** N/A

**SPEAKER NOTES:**

**Ingredient Profile:**

**HYDRATING:** Sodium Hyaluronate (Hyaluronic Acid – Botanically Derived) and Hyaluronic Acid Microspheres

Sodium Hyaluronate (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.

**ANTIOXIDANT PROTECTION / COLLAGEN SYNTHESIS / WOUND HEALING:** Superoxide Dismutase (SOD), Tripeptide-1 (Copper Tripeptide-1), Centella Asiatica, Tetrahexyldecyl Ascorbate (Vitamin C), Retinyl Palmitate (Vitamin A)

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.

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.

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.

Retinyl Palmitate (Vitamin A Ester): This 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.

**BRIGHTENING:** Tetrahexyldecyl Ascorbate (Vitamin C)

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.

## SLIDE 20

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**TITLE:** Youth Intensive Crème

**SUBTITLE:** N/A

**SPEAKER NOTES:**

**Youth Intensive Crème Clinical Study**

The effectiveness of Youth Intensive Crème was evaluated for improvement in several age-related parameters in subjects ranging from age 42 to 68 years.

Parameters of skin hydration, skin firmness, skin tone, and skin texture were evaluated using instrument measurements, clinical grading, and subject questionnaires.

**Products Used:**

Cleansing Complex and Youth Intensive Crème were applied twice daily for 4 weeks. Eclipse SPF 50+ was used in the morning.

**Results and Conclusions:**

Youth Intensive Crème is proven to deliver immediate, intermediate, and long-term results in several age-related parameters.

Significant improvements in skin hydration, skin firmness, skin tone, and skin texture occurred in just four weeks with use of Youth Intensive Crème.

Positive results appeared at one day and increased throughout the entire four-week time period of the study.

With longer product use, improvement is expected to continue.

This is especially relevant for repeat sales and increasing retail revenue in practices!

**First set of before and after pictures - Immediate improvements noted after 1 day:**

- Dramatic improvement in fine lines including crow's feet.

**Second set of before and after pictures - Intermediate improvements noted after 1 week:**

- Increased hydration and noticeable improvement in glabella lines.

**Third set of before and after pictures - Long-Term improvements noted after 4 weeks:**

- Significant improvement in jowl area, tone, texture and volume.

Fast results and minimal downtime are strongly desired in today's market.

The four-week time period for this study is considered short, since some of the parameters evaluated often require several months to show improvement with new product application.

It is also important to note that the subject's evaluations of Youth Intensive Crème's performance **kept improving** over the course of 4 weeks. This is not typical of most anti-aging products on the market.

(Reference our Youth Intensive Crème Clinical Study to see the positive increase in subject's evaluations at day 1, week 1 and week 4. The results are truly impressive!)

## SLIDE 21

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**TITLE:** Youth Intensive Crème

**SUBTITLE:** Before and After: Immediate Results

**SPEAKER NOTES:**

**Youth Intensive Crème Before and After:**

**Products Used:**

Cleansing Complex and Youth Intensive Crème were applied twice daily for 4 weeks. Eclipse SPF 50+ was used in the morning.

**Improvements Noted:**

- Increase in skin hydration.
- Increase in firmness.
- Improvements in texture and tone.
- Decrease in fine lines and wrinkles.

## SLIDE 22

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**TITLE:** Youth Intensive Crème

**SUBTITLE:** Before and After: Intermediate Results

**SPEAKER NOTES:**

**Youth Intensive Crème Before and After:**

**Products Used:**

Cleansing Complex and Youth Intensive Crème were applied twice daily for 4 weeks. Eclipse SPF 50+ was used in the morning.

**Improvements Noted:**

- Increase in skin hydration.
- Increase in firmness.
- Improvements in texture and tone.
- Decrease in fine lines and wrinkles.



## SLIDE 23

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**TITLE:** Youth Intensive Crème

**SUBTITLE:** Before and After: Long-Term Results

**SPEAKER NOTES:**

**Youth Intensive Crème Before and After:**

**Products Used:**

Cleansing Complex and Youth Intensive Crème were applied twice daily for 4 weeks. Eclipse SPF 50+ was used in the morning.

**Improvements Noted:**

- Increase in skin hydration.
- Increase in firmness.
- Improvements in texture and tone.
- Decrease in fine lines and wrinkles, especially the deep marionette lines.
- Lips appear smoother and plumper. Even though it was not directly applied to the lips, skin cells communicate with each other and that is why you see improvements in the lips as well.
- Decrease in appearance in pores.

## SLIDE 24

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**TITLE:** SHEALD Recovery Balm

**SUBTITLE:** N/A

**SPEAKER NOTES:**

**What is it?**

SHEALD Recovery Balm is a moisture-rich formula that dramatically replenishes hydration to dry, sensitive or compromised skin. This fortifying remedy works overtime to help support the skin's function while soothing, curative botanicals relieve discomfort of dry, distressed, and post-procedure skin.

Originally created as a post-procedure balm, SHEALD Recovery Balm replenishes critical barrier lipids that are missing from dry and compromised skin.

It helps to restore the skin's barrier and provides protection from environmental aggressors.

**Who is it good for?**

Primary: Post-procedure

Secondary: Dry, dehydrated, inflamed or compromised skin (including raw skin)

**How do you use it?**

For daily use: Apply a thin layer morning and night.

For post-procedure: Apply a generous amount as needed.

**Unique Selling Points**

- While this is commonly seen in the Treat category as a post-procedure balm, this is a perfect moisturizer for extremely dry and sensitive skin.
- Great for any skin condition associated with impaired barrier function.
- Great for healing dry, sensitive, sunburned, inflamed, post-procedure, burned or damaged skin.
- Ideal for a dry skin type but also excellent for conditions associated with dry skin (over-exfoliated acne, eczema, psoriasis, etc.).

- A protective moisturizer for those who live in areas with harsh climates, environmental stressors, or those enjoy outdoor sports and activities.
- Anyone receiving in-office treatments like lasers, peels, and microneedling should be going home with this product to encourage proper healing and re-epithelialization.
- A must-have for clients after Prodigy Peel Systems as part of their post-peel regimen.
- Cleansing Complex, SHEALD Recovery Balm and an iS Clinical sunscreen of choice are post-procedure must-have products.
- Great for dry, cracked skin on the body such as elbows, hands and heels.

#### **Frequently Asked Questions:**

- Can I use SHEALD Recovery Balm instead of heavy petrolatum products?

Answer: Yes. SHEALD Recovery Balm is the recommended product to use immediately post-procedure. It not only protects the wound from air and bacteria, it helps “jump start” the healing process. It is formulated with botanicals having anesthetic qualities that help calm discomfort associated with the wound. SHEALD Recovery Balm may be applied in many situations involving skin injuries and/or a compromised skin barrier. It is excellent for situations of environmental stress, including extreme weather conditions, pollution, dryness, and sports activities.

## SLIDE 25

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**TITLE:** SHEALD Recovery Balm Key Ingredients

**SUBTITLE:** N/A

**SPEAKER NOTES:**

**Ingredient Profile:**

**HYDRATING / BARRIER REPAIR / COLLAGEN SYNTHESIS / WOUND HEALING:** Sodium Hyaluronate (Hyaluronic Acid – Botanically Derived), Glycerin, Ceramides, Oat Kernel Extract and Beta-Glucan, Kava Kava Extract, Tocopherol (Vitamin E), Ahnfeltia Concinna Extract, Retinyl Palmitate (Vitamin A), Panthenol (Vitamin B5)

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

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.

Ceramide NP, Ceramide AP, Ceramide EOP, Cholesterol, Phytosphingosine and Zea Mays (Corn) Kernel Extract: A group of lipid molecules bioidentical to those synthesized by the stratum corneum. Necessary for healthy barrier function. Antimicrobial and important for apoptosis and cell signaling of functional epithelium. Includes a botanical source (Zea Mays) of Vitamin E. Temporarily assumes and augments skin functions prior to re-epithelialization.

Avena Sativa (Oat) Kernel Extract and Beta-Glucan: Biomodulator of inflammatory processes, soothes and calms irritation and redness. Fortifies epithelial structural elements.

Kava Kava Extract: Helps to control pain and itch associated with the wound healing process.

Tocopherol (Vitamin E): Moisturizer and potent lipophilic antioxidant inhibits DNA damage, thymine dimer formation, inflammation, and oxidative damage.

Protects against UV-induced photodamage.

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

Contains a large quantity of 4-hydroxyproline, an unusual amino acid found only in collagen, which triggers the skin to begin the collagen repair process.

Retinyl Palmitate (Vitamin A Ester): This 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.

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



## SLIDE 26

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**TITLE:** Cleansing Complex + SHEALD Recovery Balm

**SUBTITLE:** Post-Fractional Laser Clinical Study

**SPEAKER NOTES:**

**Effectiveness of SHEALD Recovery Balm Plus Cleansing Complex After Fractionated Laser Procedures Clinical Study**

Physicians and patients alike continually search for products and procedures that decrease complications, improve results, lessen downtime, and minimize discomfort.

This study was performed to determine if using iS Clinical's SHEALD Recovery Balm and Cleansing Complex immediately following fractionated laser treatments furthered these goals of both the physician and the patient.

Immediately after fractional laser treatment, SHEALD Recovery Balm was applied to the treated area every two-three hours in a thin layer.

A thicker layer was applied at the patient's discretion based on level of discomfort.

**Products Used:**

Cleansing Complex was used to gently cleanse the treated area 3 times daily, after which SHEALD Recovery Balm was immediately reapplied.

**Results and Conclusions:**

Application of SHEALD Recovery Balm and Cleansing Complex resulted in 41% less peeling, 85% fewer milia, and 54% more rapid re-epithelialization.

(Results were reported by the physician that participated in the study).

Physicians reported improved results in the successful healing of treatment areas using SHEALD Recovery Balm and Cleansing Complex as post-procedural care products.

The use of SHEALD Recovery Balm plus Cleansing Complex decreased the occurrence of milia and peeling and induced more rapid re-epithelialization in fractionated laser patients.

(Refer to our Clinical Study "Effectiveness of SHEALD Recovery Balm Plus Cleansing Complex After Fractionated Laser Procedures" for more information).

## SLIDE 27

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**TITLE:** SHEALD Recovery Balm

**SUBTITLE:** Pollution Protection Clinical Study

**SPEAKER NOTES:**

**SHEALD Recovery Balm Pollution Protection Clinical Study**

The ability of SHEALD Recovery Balm to protect the skin from the harmful effects of pollution was evaluated using diesel particulate matter with particle size below 2.5 um (micrometers).

Diesel particulate matter (DPM) of 2.5 um (micrograms) was used in this study because particulate matter (PM) below 2.5 um in size is particularly harmful.

This small particle damages even the smallest subunits of skin at both cellular and subcellular levels and increases skin aging.

Skin was exposed to DPM 2.5 um with and without pre-application of SHEALD Recovery Balm. The sample without application of SHEALD Recovery Balm served as the Control.

Levels of 8-isoprostane, a known tissue marker of free radical and oxidative damage, were measured after exposure to DPM 2.5 um.

Levels of Superoxide Dismutase, a naturally occurring antioxidant that increases when the body is exposed to large amounts of free radical damage, were also measured after exposure to DPM 2.5 um.

**Results and Conclusions:**

Application of SHEALD Recovery Balm prior to pollution exposure (DPM 2.5 um) prevented much of the pollution-related free radical damage.

Pre-treatment with SHEALD Recovery Balm prevented the DPM-associated increase in 8-isoprostane which indicates protection from the oxidative stress expected from exposure to this pollution.

More red fluorescence on the photo on the right, skin treated with SHEALD Recovery Balm prior to pollution exposure, indicates increased SOD levels, consistent with increased antioxidant protection against pollution.

(It is difficult to see in the photos, but under a microscope, the photo on the right exhibited more red fluorescence than the photo on the left. The 3 vertical lines on the left photo are due to folds in the tissue, not from increased SOD levels).

The study proves that if SHEALD Recovery Balm can protect against the damaging effects of DPM, one of the most invasive forms of pollution, it can also effectively protect against less damaging environmental stressors such as harsh climates and conditions.





## SLIDE 28

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**TITLE:** SHEALD Recovery Balm

**SUBTITLE:** Before and After

**SPEAKER NOTES:**

**Origin:**

These photos came to us from South Africa. They show skin burns due to a boiling tea kettle spilling.

**Products Used:**

SHEALD Recovery Balm as needed for 30 days.

**Improvements Noted:**

- No presence of scarring (the Doctor's prognosis was that this child would have permanent scars from the burns).
- Marked decrease in redness and inflammation.
- No presence of textural issues.

## SLIDE 29

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**TITLE:** Body Complex

**SUBTITLE:** N/A

**SPEAKER NOTES:**

**What is it?**

An intensely hydrating treatment-style lotion, Body Complex delivers essential vitamins, calming botanicals, and powerful antioxidants to the skin. Body Complex encourages mild exfoliation while it helps provide a crucial barrier against harmful environmental aggressors, leaving the skin feeling soft, toned, and protected. Excellent for even the most compromised skin conditions.

**Who is it good for?**

Primary: All skin types, dry, dehydrated skin, thin, crepey skin, rough skin texture

Secondary: Sensitive skin, eczema/psoriasis, side effects of cancer therapies,

**How do you use it?**

Apply a generous amount as needed. Body Complex is especially effective when applied after bath or shower.

**Unique Selling Points:**

- Restores missing barrier lipids and hydration to dry body skin to encourage the skin's natural desquamation process.
- Mixed fruit acids gently exfoliate to soften and smooth the skin.
- Great for keratosis pilaris, as well as managed eczema and psoriasis.
- Skin on the body can be stripped of its barrier just like skin on the face. It is important to repair the skin on the body as well.
- Great for winter skin, when skin tends to thicken and dry out.
- PRO TIP: Layer on top of Youth Body Serum for total body moisture and hydration.

### Frequently Asked Questions:

- How is Body Complex different from other moisturizers?

Answer: Body Complex is much more than a moisturizer; it is an intensely hydrating “treatment” lotion that offers multiple restorative benefits. It contains a powerful combination of highly efficacious and beneficial active botanical ingredients.



## SLIDE 30

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**TITLE:** Body Complex Key Ingredients

**SUBTITLE:** N/A

**SPEAKER NOTES:**

**Ingredient Profile:**

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

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 promotes wound healing, collagen synthesis, and contains antimicrobial properties.

**RESURFACING:** 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.

**ANTIOXIDANT PROTECTION:** Retinyl Palmitate (Vitamin A), Panthenol (Vitamin B5), Tocopheryl Acetate (Vitamin E), Centella Asiatica

Retinyl Palmitate (Vitamin A Ester) 0.5%

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.

Pantothenic Acid (Vitamin B5) 1.0%

Essential element required for enzymatic functions within all cells. Enables the metabolism of carbohydrates, proteins, and lipids, increasing cellular integrity and efficiency.

Tocopheryl Acetate (Vitamin E) 1.0%

Moisturizer and potent lipophilic antioxidant inhibits DNA damage, thymine dimer formation, inflammation, and oxidative damage. Protects against UV-induced photodamage.

Asiaticoside, Asiatic Acid, and Madecassic Acid

(Centella Asiatica) 1.0%

Efficacious antioxidant stimulates collagen synthesis and improves microcirculation, capillary flow, and vascular tone. Promotes wound healing and reduction of scar tissue.

**COLLAGEN SYNTHESIS/WOUND HEALING:** Retinyl Palmitate (Vitamin A), Centella Asiatica, Tocopheryl Acetate (Vitamin E)

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.

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

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.

**CELL EFFICIENCY:** Panthenol (Vitamin B5)

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.

## SLIDE 31

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**TITLE:** Youth Body Serum

**SUBTITLE:** N/A

**SPEAKER NOTES:**

**What is it?**

This lightweight anti-aging serum mist quickly absorbs into the skin providing immediate and long-term results! Powerful hydrators and antioxidants protect against environmental aggressors. The purest form of Hyaluronic Acid, potent extracts of Watermelon, Blue Microalgae, Licorice Root and Holy Herb are combined with essential Vitamin B5 and our proprietary Extremozymes to create a unique and effective formula designed specifically for the body. Much more than a moisturizer, this nourishing treatment leaves skin looking and feeling smooth, soft, and more hydrated. Perfect to replenish the skin post-sun exposure.

**Who is it good for?**

Primary: All skin types, dry, dehydrated skin, aging skin, sensitive skin.

Secondary: Daily DNA protection, environmental protection.

**How do you use it?**

For a refreshing boost of hydration, spray onto skin as desired.

**Unique Selling Points:**

- Youth Body Serum is an anti-aging treatment for the body that will provide immediate and long-term results to improve the appearance of aging, dry, crepey, thick, leathery skin.
- The skin on the body can be stripped of its barrier just like the skin on the face. It is important to repair and replenish the skin on the body after exposure to the sun and the elements.
- Great for winter, when skin tends to thicken and dry out. The lightweight texture and refreshing Blood Orange scent also make it a great summer option!
- PRO TIP: Layer under Body Complex for total body moisture and hydration.

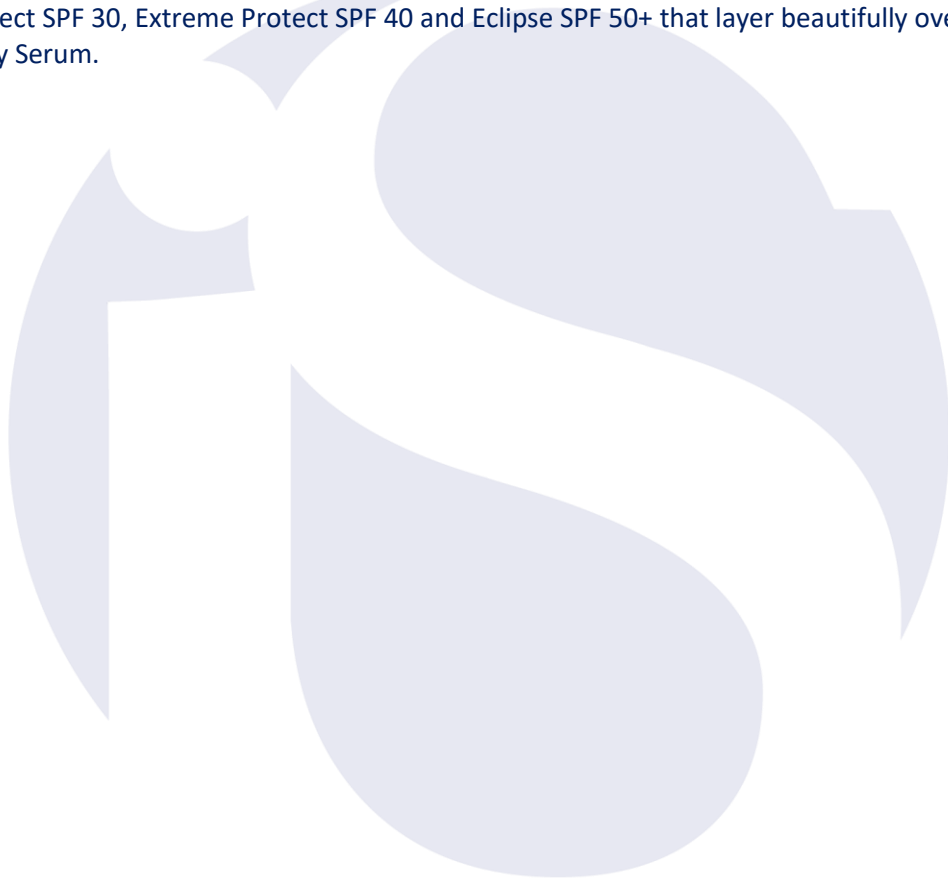
**Frequently Asked Questions:**

- What is the “fragrance” in Youth Body Serum?

Answer: The scent noticed with YOUTH BODY SERUM originates from the Brazilian blood orange used in the product as an antioxidant.

- Youth Body Serum offers daily protection. Do I still need to use a sunscreen?

Answer: Yes! While Youth Body Serum does provide DNA protection with Extremozyme and antioxidant technology, it does not protect against UV rays. A broad-spectrum, UVA/UVB sunscreen is always recommended prior to sun exposure. Excellent options include Extreme Protect SPF 30, Extreme Protect SPF 40 and Eclipse SPF 50+ that layer beautifully over Youth Body Serum.



## SLIDE 32

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**TITLE:** Youth Body Serum Key Ingredients

**SUBTITLE:** N/A

**SPEAKER NOTES:**

**Ingredient Profile:**

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

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 promotes wound healing, collagen synthesis, and contains antimicrobial properties.

**DNA REPAIR AND PROTECTION:** Extremozymes, Ergothioneine

Citrullus Lanatus (Watermelon) Fruit Extract (Extremozyme): Antioxidant and amino acid rich extract that helps to protect DNA from photo damage caused by UV-light induced free radicals.

Eriodictyon Californicum (Holy Herb) Flower/Leaf/Stem Extract (Extremozyme): Antioxidant and amino acid rich extract that helps to protect DNA from photo damage caused by UV-light induced free radicals.

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

Ergothioneine: Antioxidant rich amino acid that helps protect mitochondria.

**ANTIOXIDANT PROTECTION:** Licorice Root Extract, Panthenol (Vitamin B5), Aloe Leaf Juice, Blue Microalgae Extract Dipotassium Glycyrrhizinate (Licorice Root Extract): Antioxidant with anti-inflammatory, anti-irritant, and wound healing properties. Acts as depigmentation agent.

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

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

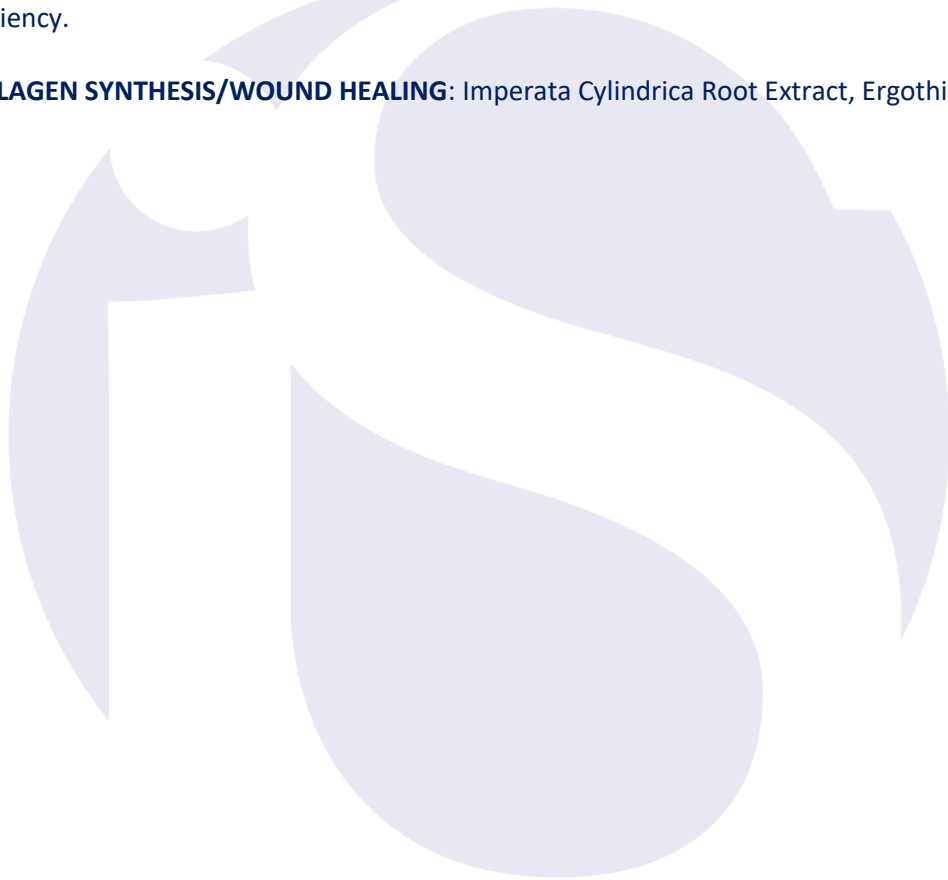


Phormidium Persicinum (Blue Microalgae) Extract: Antioxidant and protective properties help defend against free radicals caused by UV-light and pollutants while encouraging the cellular regeneration process.

**CELL EFFICIENCY:** Panthenol (Vitamin B5)

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

**COLLAGEN SYNTHESIS/WOUND HEALING:** Imperata Cylindrica Root Extract, Ergothioneine



## SLIDE 33

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**TITLE:** Youth Body Serum

**SUBTITLE:** N/A

**SPEAKER NOTES:**

**Youth Body Serum Clinical Study – Before and After**

**Products Used:**

Youth Body Serum was applied twice daily for 6 weeks.

**Improvements Noted:**

- Improvements in dryness and dehydration.
- Increase in firmness including crepey skin.
- Improvements in texture and tone.
- 100% of study subjects experienced an increase in hydration.
- Subjects applying Youth Body Serum twice daily experienced a 66% increase in hydration vs. the control group (no product applied).

## SLIDE 34

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**TITLE:** Study Results and Conclusions

**SUBTITLE:** N/A

**SPEAKER NOTES:**

**Youth Body Serum Clinical Study – Before and After**

**Products Used:**

Youth Body Serum was applied twice daily for 6 weeks.

**Improvements Noted:**

- Improvements in dryness and dehydration.
- Increase in firmness including crepey skin.
- Improvements in texture and tone.
- 100% of study subjects experienced an increase in hydration.
- Subjects applying Youth Body Serum twice daily experienced a 66% increase in hydration vs. the control group (no product applied).

## SLIDE 35

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**TITLE:** THANK YOU

**SUBTITLE:** N/A

**SPEAKER NOTES:**

