

TREND EDITION



SERUM THAT KEEPS YOUR SKIN LOOKING YOUNG



| PRODUCT | REFERENCE NUMBER RETAIL | CONTENT RETAIL | REFERENCE NUMBER WHOLESALE | CONTENT WHOLESALE |
|------------------|-------------------------------|-------------------|----------------------------------|----------------------|
| Epigenetic Serum | 2931 | 10 ml | 2931P | 15 ml |

Home care application:

Apply Epigenetic Serum every morning and night after washing face and gently massage in. Then apply day or night care as usual.

Benefits:

- Gentle Serum Emulsion
- Innovative epigenetic agent
- Helps to rejuvenate skin texture
- Keeps cells young for longer
- Rehydrates
- Reduces wrinkles caused by dry skin
- Suitable for all skin types

Recent scientific studies show: Our genes don't determine everything. Your activity is governed by lifestyle and intake - both through diet and through the active ingredients we apply to our skin.

Scientists explain this phenomenon with a so-called epigenetic alteration of genetic material. There are chemical patterns within our DNA that determine the extent to which genes switch on or off. These chemical patterns can occur, for example, because of negative, external environmental factors and lead to permanent skin ageing. This causes skin cells to be altered epigenetically and they continue to age even when stress factors are removed.

Epigenetic Serum contains an anti-ageing ingredient that minimises epigenetic skin cell alteration caused by external influences and improves skin cell vitality and stress resistance.

Calendula flower extract, rich in oligosaccharides, regulates two of the mechanisms essential to epigenetic alteration: Histone modification (chemical alteration to histones, the "spools" around which DNA winds) and the production of micro-RNA (very short nucleotide chains, which control gene regulation). This enables erroneous epigenetic coding to be corrected and helps to combat the skin ageing process.

The result: Your skin becomes more resistant to the ravages of time, maintaining your youthful radiance.





ACTIVE SUBSTANCES

- Epigenetic agent: Pot marigold (*calendula officinalis*) flower extract; rich in oligosaccharides, reduces signs of ageing skin, improves perceived ageing skin
- Long-chain hyaluronic acid: Forms a water-binding film on the skin surface. It offsets moisture deficits and reduces superficial wrinkles caused by dry skin
- Short-chain hyaluronic acid: Penetrates into the epidermal skin layers. There it can be stored and it causes an additional refilling effect from the inside out
- Saccharide isomerase: Moisturiser from natural sugars. This forms a natural bond with the skin's keratin and therefore is also referred to as "moisture magnet"

THE EPIGENETIC TREATMENT IN THE BEAUTY INSTITUTION

| TREATMENT SEQUENCE | PRODUCTS | REF. |
|-------------------------------|--|-------------------------------|
| Cleansing | • Brightening Face Cleanser | • 0000P |
| Refreshing | • Brightening Face Freshener | • 0001P |
| Eye care | • Rich Eye Contour Cream | • 0061P |
| Deep cleansing/peeling | • Enzyme Peeling Mask with • Mask Activator | • 7807P • 5589P |
| Extra cleansing (if required) | • Normalizing Skin Complex | • 4430P |
| Active substance complex | • Epigenetic Serum | • 2931P |
| Massage | • Lifting & Recovery Cream or • Massage Fleece Pure | • 0021P • 8301.901 |
| Mask | • Hydrogel Mask Face | • 8207P |
| UV protection | • Face Guard Advanced | • 2831P |
| Conclusion - eye area | • Rich Eye Contour Cream | • 0061P |
| Day protection | • Epigenetic Serum <u>under the cream</u> • Optimal Tinted Complexion Cream or • Vitaforce C Cream | • 2931P • 0011P • 0022P |

