

# **Tidal Wave, Inc.**

**Natural Botanical Skin Care System... *with Silk***

# Tidal Wave, Inc.

## Natural Botanical Skin Care System... *with Silk*

I.	Introduction .....	Page 3
II.	The Skin .....	Page 4
III.	Skin Types .....	Page 5
IV.	Formulation Key Ingredients .....	Page 8
V.	The System .....	Page 9
VI.	Quick Reference Guides .....	Page 12
VII.	Clinical Study Excerpts .....	Page 16

**Tidal Wave, Inc.**  
**NATURAL BOTANICAL SKIN CARE SYSTEM INTRODUCTION**

*Adapted from the Dermatology Textbook*

Learn to respect your and your client's skin.

***THE SKIN...***

- is the largest organ of the body.
- is warm or cool. (Heat swells and plumps. Cold contracts. Hot to cold will cause breakdown of tissues.)
- protects the body from the elements (i.e., poison and airborne pollution).
- presents us to the world (healthy, clean, fresh, beautiful).
- displays health and happiness.

***PSYCHE AND THE SKIN***

The psyche and skin are intimately interconnected. The way you think and feel plays an important role in your skin's condition.

- Fear makes the hair follicles in the skin rise.
- Tense skin sweats.
- Loved skin warms.
- Embarrassed skin blushes.
- Skin shivers and shakes to keep you warm.
- Skin eliminates and absorbs.
- Skin fights bacteria and infections.
- Skin keeps you warm in the winter and cool in the summer.

**SKIN ANATOMY AND PHYSIOLOGY**

The skin is the largest organ of the body. It produces oil, sweat, hair and nails. It breathes, absorbs and throws off waste. It protects the body from the elements in the air and plays a role in body temperature regulation. It has superficial diseases of its own and it almost always suffers when other parts of the body are ill.

**LAYERS OF THE SKIN**

1. **Stratum Corneum** – The outermost layer of the skin, consisting of cells that are dead and shedding.
2. **Epidermis** – Outer layer of the skin which forms a protective covering for the body. It has no blood vessels, but many nerve endings. This division of the skin is made up of several different layers that contain the keratin, waterproof covering, cells and basal layer.

3. **Dermis** – The underlying or inner layer of the skin. It contains many lymph vessels, nerves, sweat glands, oil glands, hair follicles, arrector pili muscles and papillae.
4. **Subcutaneous Layer** – This layer gives smoothness and contour to the body. It contains fat for use as energy and acts as a protective cushion for the outer skin. A network of arteries and lymphatic vessels maintains circulation.

## **PH FACTOR**

The pH level of your skin refers to the natural acid mantle, which protects the skin from bacteria build-up and environmental hazards. The pH factor is measured on a scale of 0 to 14 with a pH 7.0 as absolutely neutral. Any pH above 7 has a higher alkaline content. Any pH below 7 has a higher acid content. The skin, in its natural state, is about 5.5 on the pH scale. When water or heavy alkalized soaps are used to cleanse the skin, this natural acid mantle becomes unbalanced. When the natural acid mantle is out of balance, several things can occur:

1. Excessive oil content on the skin.
2. Dry patches.
3. Skin prone to bacterial infection.

**NOTE:** All of the Tidal Wave™ skin care products are pH balanced. This means that they will help to re-establish the correct pH level and strengthen the natural pH protective mantle on the skin.

To work effectively with your clients, it is important that you know something about their skin and its condition.

**HEALTHY SKIN** is slightly moist, flexible, slightly acid and free from eruptions or disease. A good complexion shows itself in the fine texture and healthy color of the skin. The skin varies in thickness, being thinnest on the eyelids and thickest on the palms of the hands and soles of the feet.

Every bit of the skin is marked with lines, furrows and folds. This is true not only of the outer covering, the epidermis, but of the other layers as well. The visible lines on the surface are caused by movements of the skin and the number of movements of which that part of the body is capable. Expressions such as speech, smiling and frowning produce lines or folds in the elastic skin. However, with increasing age, the skin loses its suppleness. The lines deepen and the folds or wrinkles grow thicker where the skin has been stretched, thus forming puffs and wrinkles.

## **SKIN TYPES**

Learn to determine different skin types. Use a magnifying mirror and good light.

### **NORMAL SKIN**

The skin looks smooth, clear and has a fine texture. The pores are not too large or too small. The skin, if healthy, will appear dewy and moist. Normal skin is rare and common only in young girls and boys before puberty. (Use *Normal to Dry* skin care products and products for *All Skin Types*.)

### **OILY SKIN**

The skin lacks moisture. Under the mirror or lamp you will see a coarse, rough texture with enlarged pores and a tendency to blackheads. This type of skin must constantly be kept clean to keep the glands functioning correctly. (Use *Oily Skin* products and products for *All Skin Types*.)

### **DRY SKIN**

The skin lacks moisture, which is caused by dehydration. It wrinkles easily with fine lines around the eyes. It ages prematurely. The skin has a fine texture and is sensitive. (Use *Normal to Dry* products and products for *All Skin Types*.)

### **COMBINATION SKIN**

The skin will usually be oily in the T-Zone while the rest of the skin will appear dry. Use products for the area that is the largest. For example, if there are more oily areas on the skin, use products for *Oily Skin*. If there are more dry areas than oily, use products for *Normal to Dry* skin.

### **OILY TROUBLED SKIN**

The skin lacks moisture and has a thicker, coarser texture. It shows oil after washing and exhibits flakiness. When neglected, it could have blackheads and/or pimples. IF THE INDIVIDUAL APPEARS TO HAVE OR CONFIRMS THAT THEY HAVE ACNE, they should be referred to a Dermatologist and postpone use of the products. Acne is an internal condition requiring cleansing of the blood.

## ***THERE ARE NO BEAUTY SECRETS, ONLY BEAUTY FACTS***

You and your clients will see and feel a difference the very first time you use the Tidal Wave™ Natural Botanical Skin Care System!

There are 5 *basic* steps to a lovely skin. You and your clients should internalize these steps, which are endorsed by the *Dermatology and Cosmetology Board*.

1. **Cleansing:** *Cleanser* (Normal to Dry), *Cleansing Gel* (Oily Skin)
2. **Toning or Freshening:** *Toner* (All Skin Types)
3. **Stimulation:** *FaceLift* (All Skin Types)
4. **Moisturizing:** *Day Crème* (Normal to Dry); *Oil Control Gel* (Oily Skin)
5. **Protection:** *Night Crème* (Normal to Dry); *Oil Control Gel* (Oily Skin)

**Tidal Wave, Inc.**  
**Natural Botanical Skin Care System... *With Silk***

Natural Botanicals... *With Silk*  
Clinically Proven Ingredients  
For A More Youthful Reflection

Tidal Wave, Inc., is proud to present a specialized skin care system using only pharmaceutical grade herbal extracts, essential oils, silk amino acids and clinically proven botanicals. We have spared no expense in the formulations in order for you to have the highest percentages of actives (botanicals) to insure immediate and lasting results. These products have been tested on people of different ethnic backgrounds, skin types and ages, and in different climates to insure that each product is free of irritants. By eliminating color and perfume, we have eliminated the known causes of the majority of skin care allergies. You will see and feel immediate results when using all of our daily basics along with our non-invasive *FaceLift*.

- Pharmaceutical Grade Ingredients
- Aloe Vera Based
- Silk Amino Acids and Hyaluronic Acid
- Natural Botanicals
- pH Balanced
- For All Age Groups
- For All Skin Types
- Anti-Aging Formulations
- No Alcohol, Lanolin or Mineral Oil
- No Animal Ingredients or Testing

**Tidal Wave, Inc. Natural Botanical Skin Care System... with Silk**  
**A Review of Key Ingredients and Their Benefits to the Skin**

- **Acacia Gum** – Gum exuded from the Acacia tree in the Sudan of Africa. Helps stimulate the nerve endings of the face, resulting in activation of the muscles to help re-suspend them.
- **Barbadensis Aloe Vera Gel** – Used as a base for Tidal Wave’s skin care products. Acts as a catalyst to carry other beneficial ingredients into the layers of the skin. Has its own moisturizing elements, vitamins, minerals and enzymes and a natural sunscreen (hydra-kanase). Helps restore collagen and is known for its healing and anti-aging properties both topically and when ingested.
- **Blend:** Butylene Glycol (And) Centella Asiatica Extract (And) Echinacea Angustifolia (Coneflower) Extract - Clinical name **Actifirm™**– proven to diminish lines and wrinkles up to 45% in 3 to 4 weeks.
- **Blend:** Glycerin (And) Water (And) Sodium PCA (And) Urea (And) Trehalose (And) Polyquaternium-51 (And) Sodium Hyaluronate – Clinical name **Advanced Moisture Complex™**; proven to lock in moisture for skin hydration up to 40% longer than any other known ingredient.
- **Blend:** Sugar Cane Extract (And) Citrus Extract (And) Apple Extract (And) Green Tea Extract - These fruit acids, unlike lactic acids, will not sting, burn or cause any unpleasant side effects. Oily skin will feel the deeper cleansing effect and will feel smoother, softer and free of excess oil.
- **Blend:** Water (And) Butylene Glycol (And) Algae Extract - esthetically proven to time-release benefits to the skin over an 8 hour span, resulting in the retexturing of the skin, diminishing lines and wrinkles. Speeds up exfoliation and nourishes the skin. Very similar to AHA without the stinging or burning sensation.
- **Blend:** Water (And) Butylene Glycol (And) PEG-60 Almonds Glycerides (And) Caprylyl Glycol (And) Glycerin (And) Carbomer (And) Nordihydroguaiaretic Acid – Clinical name **Ac.net™**. Proven to help regulate excessive oil.
- **CoQ10** – Coenzymes that speed up cell reproduction to give faster reduction of lines and wrinkles (known as a new anti-aging miracle).
- **Diazolidinyl Urea** – FDA required preservative. Organic compound combined with a soluble crystalline to form a barrier to preserve natural ingredients and other products that could grow bacteria if not correctly preserved.
- **Essential Oil** – Natural essence for fragrance. Masks the odor of raw ingredients.
- **Glycolic Acid** – Stimulates collagen to help keep skin smooth. For all types of skin. (Used in face cleansers to clean skin surface.)
- **Hyaluronic Acid** – Known as *Hyaluron*; a natural protein that promotes smoothness and elasticity in the skin. Is able to retain one thousand times its weight in water, keeping the skin and other tissues hydrated. Is called the “fountain of youth”.
- **Hydrolyzed Collagen** – A protein that aids in moisture retention and reconstruction of natural collagen in the skin. Derived from a rooster’s comb. Same collagen used to cushion joints.
- **Hydrolyzed Elastin** – Helps strengthen the elastic fibers in the skin.
- **Methylsulfonyl Methane (MSM)** – used in skin care to help retain moisture in the skin for up to eight hours.
- **Retinyl Palmitate (Vitamin A), Tocopheryl Acetate (Vitamin E), Ascorbic Acid (Vitamin C)** – Antioxidants to help the skin fight free radicals, speed up cell regeneration and to keep skin healthy and young.
- **Silk Amino Acids and Liquid Silk (Hydrolyzed Silk)** – Proteins that aid in stimulating the production of collagen and elastin, the building blocks of the skin. A natural moisturizer that adjusts the moisture in the skin to maximum benefit. Leaves skin feeling silky and soft.
- **Sodium PCA** – Boosts the skin’s moisture and elasticity. It is more like our own naturally occurring skin humectant than any other known ingredient.

## THE SYSTEM

### ***Cleanser (Normal to Dry)***

Luxurious moisturizing and refining cleanser formulated with natural, highly concentrated botanicals and *silk amino acids*. This pH balanced, remarkably efficient, water-soluble cleanser removes surface impurities, grime and make-up, leaving the skin refreshingly clean with no residue or dryness. It is excellent as a shaving lotion for normal to dry skin, eliminating razor bumps and leaving a smooth hydrated surface. For deep cleansing of the face and throat area, apply morning and evening to pre-moistened skin with light upward motions. Rinse or remove with damp cloth. Pat dry.

### ***Cleansing Gel (Oily Skin)***

A special formulation with Barbadosis Aloe Vera Gel, *silk amino acids*, fruit acids, Salicylic Acid and a clinically proven blend of botanicals. This advanced cleanser provides an extra deep cleansing action to rid the skin of bacteria, surface debris and make-up, leaving the skin hydrated, soft and free of excessive oil. It is excellent as a shaving gel for oily skin, eliminating razor bumps and leaving the skin feeling smooth and hydrated. For deep cleansing of the face and throat area, apply morning and evening to pre-moistened skin using gentle circular motions. Rinse thoroughly. Pat dry.

### ***Toner (All Skin Types)***

A rejuvenating toner for all skin types. Unlike other toners, this rich toning fluid with clinically proven botanicals and *silk amino acids* nourishes and retextures the skin, refines pores and helps restore the skin's pH balance. Pour into the palm of the hand, rub hands together and lightly massage into the face and throat area using upward motions. Avoid the eye area. Use morning and evening after cleansing. This soothing formula may also be used as a toning and refreshing after-shave splash.

### ***Serum (All Skin Types)***

Botanical serum with *silk amino acids* that immediately firms and lifts the eye area, face and throat area. Antioxidant liposomes provide deep cellular therapy, nourishment and moisture to soften lines and crows feet as they firm, lift and revitalize the skin. Dispense a few drops onto the fingertips and apply in an upward motion to the face, throat area and around the eyes, where moisture is almost void. See an immediate change as the eyes lift, giving you a more youthful look. Use morning and evening after cleansing and toning.

### ***Antioxidant (All Skin Types)***

Lavishly formulated with natural oils and *liquid silk* to lubricate, especially around the eyes and throat area, which are void of oil ducts. This rich therapy helps keep the eyes and throat area softer and less likely to form new lines and wrinkles. Apply gently with fingertips around the eyes and over the throat area. Apply with light upward motions to any other areas of the face where dryness is a concern. Use morning and evening after cleansing, toning and applying *serum*. ALWAYS use this therapy generously after the non-invasive *FaceLift™* to prevent oxidation of the skin.

### ***Day Crème (Normal to Dry)***

An intensive treatment designed to absorb deeply into the tissues of the skin. This ultra rich hydrating and replenishing crème contains special botanicals with *silk amino acids* to give strength and flexibility to the skin. The result is soft, silky smooth and firm skin. Apply to the face and throat area with light upward motions. Use each morning after applying *serum* and *antioxidant therapy*.

### ***Oil Control Gel (Oily Skin)***

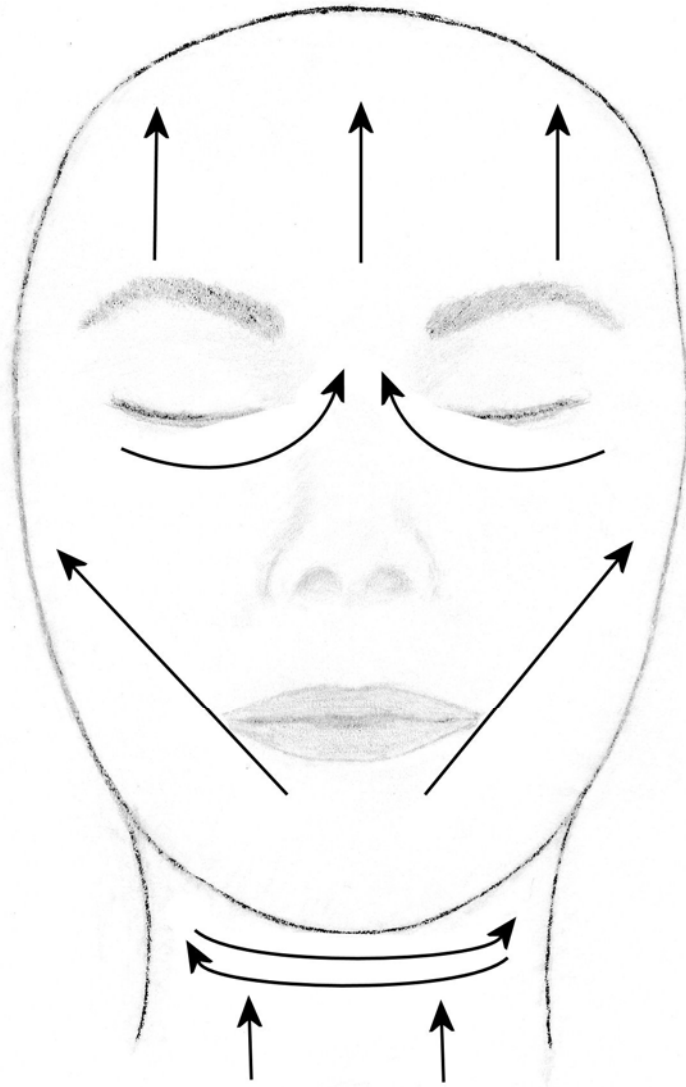
Combining science and nature, this revolutionary hydrating gel is a major break-through in the balancing of moisture and oil. Clinically proven botanicals with *silk amino acids* have been formulated to help control oil for hours, while leaving the skin feeling hydrated, smooth and free of excessive oil. Apply to the face and throat area with light upward motions. Use each morning and evening after applying *serum* and *antioxidant therapy*.

### ***Night Crème (Normal to Dry Skin)***

Luxurious renewing night crème formulated with natural botanicals and *silk amino acids* to nourish, repair and firm the skin as you sleep. It absorbs quickly, leaving the skin feeling soft and hydrated, yet not oily. Apply to the face and throat area with light upward motions. Use each evening after applying *serum* and *antioxidant therapy*.

### ***FaceLift™***

Changing the face of the world with a natural face-lift, creating a more youthful and radiant look! Meticulously formulated with natural botanicals, acacia gum and *silk amino acids* to give the fastest, most effective natural face-lift you will ever experience. The *Lift* contains no abrasives, wax, alcohol, detergents, astringents, chemicals or fillers. Once you use this remarkable lift that works to re-suspend the muscles, you will never be without it. Apply with a lift brush to the face and throat area over a thin film of moisturizer, following the muscles of the face (as shown). Let dry approximately 20-25 minutes, until the face feels warm to the back of your hand. For removal, soften by applying the appropriate *cleanser* for your skin type and rinse thoroughly. Apply the *cleanser* a second time to remove any residue. Follow with the *antioxidant therapy*, *serum* and appropriate *moisturizer* for your skin type.



# Facial and Neck Muscles



# **QUICK REFERENCE GUIDES**

**Skin Types**

**Skin Maintenance**

<b>SKIN TYPE CHART</b>			
<b>Skin Type</b>	<b>Dry</b>	<b>Normal</b>	<b>Combination</b>
How to recognize	Thinner skin than normal	Firm texture	Partly dry or normal, partly oily. Enlarged pores in "T" zone (center of forehead, nose and chin). Lines around eyes, mouth and neck. Could have clogged pores and flakiness in enlarged pore area.
Conditions which brought it about.	Inability of skin to slough off outer layer of dead skin to match reproduction process, giving skin a coarseness. Lack of both oil and moisture. Retarded circulation. Removal of the protective film or mantel through use of harsh soaps or astringents. Aging of the skin.	To be found in some young people, teens and early twenties.	Natural balance of healthy skin disturbed due to accumulation of wastes on skin surface. Removal of protective film due to exposure to the elements and harsh detergents.

<b>SKIN TYPE CHART</b>			
<b>Skin Type</b>	<b>Oily</b>	<b>Troubled</b>	<b>Sensitive</b>
How to recognize	Thicker, coarser texture. Shows film of oil after washing. Heavy flakiness. When neglected, could have blackheads, pimples and serious acne. Sometimes makeup changes color.	Usually adolescent skin. Excessive oiliness, pimples and blackheads.	Thin, transparent skin. Broken capillaries. Temperature sensitive (chaps easily, sunburns easily). Easily aggravated by anything new.
Conditions which brought it about.	Over activity of oil glands. Cleansing with products not capable of lifting soil from the skin. Loss of moisture (dehydration) often caused by continuous washing of face. Too fatty diet. Circulation hampered by blocked pores. Excess of alkaline.	Inflammation at the mouth of the sebaceous glands most frequently caused by poor organic functioning. Over activity of the oil glands. Diet: too many starches and highly seasoned foods. Pores are blocked by obstructions of soil, excess oil and waste.	Diet, candy, chocolate, alcohol, very bad broken capillaries. Dehydration caused by over exposure to sun, wind and the elements. Digestive trouble. Use of harsh drying facial preparations. Stretching of the skin.

## Firming Daily Skin Care Maintenance

Skin Type	Dry	Normal	Combination
	<p><b>Cleanser</b> Designed to thoroughly cleanse, lift dirt and make-up off skin. Apply morning and evening to moist face and throat area. Use light upward motions. Rinse or remove with damp cloth.</p>	<p><b>Cleanser</b> Designed to thoroughly cleanse, lift dirt and make-up off skin. Apply morning and evening to moist face and throat area. Use light upward motions. Rinse or remove with damp cloth.</p>	<p><b>Cleanser</b> Designed to thoroughly cleanse, lift dirt and make-up off skin. Apply morning and evening to moist face and throat area. Use light upward motions. Rinse or remove with damp cloth.</p>
	<p><b>Toner</b> To refresh and pH balance the skin. Pour into palm of hand, rub hands together and lightly massage into skin with upward motions. Avoid eye area. Use after cleansing.</p>	<p><b>Toner</b> To refresh and pH balance the skin. Pour into palm of hand, rub hands together and lightly massage into skin with upward motions. Avoid eye area. Use after cleansing.</p>	<p><b>Toner</b> To refresh and pH balance the skin. Pour into palm of hand, rub hands together and lightly massage into skin with upward motions. Avoid eye area. Use after cleansing.</p>
	<p><b>Serum</b> A rejuvenating firming serum with a rich blend of botanicals and natural moisturizing factors. Dispense a few drops onto fingertips and apply with upward motions. Apply to face, throat area and around eyes where moisture is almost void. Use after toning.</p>	<p><b>Serum</b> A rejuvenating firming serum with a rich blend of botanicals and natural moisturizing factors. Dispense a few drops onto fingertips and apply with upward motions. Apply to face, throat area and around eyes where moisture is almost void. Use after toning.</p>	<p><b>Serum</b> A rejuvenating firming serum with a rich blend of botanicals and natural moisturizing factors. Dispense a few drops onto fingertips and apply with upward motions. Apply to face, throat area and around eyes where moisture is almost void. Use after toning.</p>
	<p><b>Antioxidant</b> Designed to lubricate. Apply around eyes, over throat area, then any other areas of face if dry. Use after <i>Serum</i>. ALWAYS use generously after <i>FaceLift</i> to prevent oxidation of skin.</p>	<p><b>Antioxidant</b> Designed to lubricate. Apply around eyes, over throat area, then any other areas of face if dry. Use after <i>Serum</i>. ALWAYS use generously after <i>FaceLift</i> to prevent oxidation of skin.</p>	<p><b>Antioxidant</b> Designed to lubricate. Apply around eyes, over throat area, then any other areas of face if dry. Use after <i>Serum</i>. ALWAYS use generously after <i>FaceLift</i> to prevent oxidation of skin.</p>
	<p><b>Day Crème</b> Designed with a special blend of humectant to retain moisture and keep the skin hydrated. Apply to face and throat area with upward motions. Use after <i>Antioxidant Therapy</i>.</p>	<p><b>Day Crème</b> Designed with a special blend of humectant to retain moisture and keep the skin hydrated. Apply to face and throat area with upward motions. Use after <i>Antioxidant Therapy</i>.</p>	<p><b>Day Crème</b> Designed with a special blend of humectant to retain moisture and keep the skin hydrated. Apply to face and throat area with upward motions. Use after <i>Antioxidant Therapy</i>.</p>
	<p><b>Night Crème</b> An overnight treatment to add nutrients to help diminish lines and wrinkles while asleep. Apply to face and throat area with upward motions. Use after <i>Antioxidant Therapy</i>.</p>	<p><b>Night Crème</b> An overnight treatment to add nutrients to help diminish lines and wrinkles while asleep. Apply to face and throat area with upward motions. Use after <i>Antioxidant Therapy</i>.</p>	<p><b>Night Crème</b> An overnight treatment to add nutrients to help diminish lines and wrinkles while asleep. Apply to face and throat area with upward motions. Use after <i>Antioxidant Therapy</i>.</p>
	<p><b>FaceLift</b> Natural formulation tones, tightens skin, and re-suspends muscles. Apply with lift brush to face and throat area following direction of muscles 3-4 times a week for 90 days, then once a week or as often as desired.</p>	<p><b>FaceLift</b> Natural formulation tones, tightens skin, and re-suspends muscles. Apply with lift brush to face and throat area following direction of muscles 3-4 times a week for 90 days, then once a week or as often as desired.</p>	<p><b>FaceLift</b> Natural formulation tones, tightens skin, re-suspends muscles. Apply with lift brush to face and throat area following direction of muscles 3-4 times a week for 90 days, then once a week or as often as desired.</p>

## Firming Daily Skin Care Maintenance

Skin Type	Sensitive	Oily	Troubled
	<p><b>Cleanser</b> Designed to thoroughly cleanse, lift dirt and make-up off skin. Apply morning and evening to moist face and throat area. Use light upward motions. Rinse or remove with damp cloth. Pat Dry.</p>	<p><b>Cleansing Gel</b> Designed to thoroughly cleanse, lift dirt, oil and make-up off skin. Apply morning and evening to moist face and throat area. Use circular motions. Rinse thoroughly. Pat dry.</p>	<p><b>Cleansing Gel</b> Designed to thoroughly cleanse, lift dirt, oil and make-up off skin. Apply morning and evening to moist face and throat area. Use gentle circular motions. Rinse thoroughly. Pat dry.</p>
	<p><b>Toner</b> To refresh and pH balance the skin. Pour into palm of hand, rub hands together and lightly massage into skin with upward motions. Avoid eye area. Use after cleansing.</p>	<p><b>Toner</b> To refresh and pH balance the skin. Pour into palm of hand, rub hands together and lightly massage into skin with upward motions. Avoid eye area. Use after cleansing.</p>	<p><b>Toner</b> To refresh and pH balance the skin. Pour into palm of hand, rub hands together and lightly massage into skin with upward motions. Avoid eye area. Use after cleansing.</p>
	<p><b>Serum</b> A rejuvenating, firming serum. Dispense a few drops onto fingertips and apply with upward motions. Apply to face, throat area and around eyes where moisture is almost void. Use after toning.</p>	<p><b>Serum</b> A rejuvenating, firming serum. Dispense a few drops onto fingertips and apply with upward motions. Apply to face, throat area and around eyes where moisture is almost void. Use after toning.</p>	<p><b>Serum</b> A rejuvenating, firming serum. Dispense a few drops onto fingertips and apply with upward motions. Apply to face, throat area and around eyes where moisture is almost void. Use after toning.</p>
	<p><b>Antioxidant</b> Designed to lubricate. Apply around eyes, over throat area, then any other areas of face if dry. Use after applying <i>Serum</i>. ALWAYS use after <i>FaceLift</i>.</p>	<p><b>Antioxidant</b> Designed to lubricate. Apply around eyes, over throat area, then any other areas of face if dry. Use after <i>Serum</i>. ALWAYS use after <i>FaceLift</i>.</p>	<p><b>Antioxidant</b> Designed to lubricate. Apply around eyes, over throat area, then any other areas of face if dry. Use after <i>Serum</i>. ALWAYS use after <i>FaceLift</i>.</p>
	<p><b>Day Crème</b> Designed with a special blend of humectant to retain moisture and keep the skin hydrated. Apply to face and throat area with upward motions. Use after <i>Antioxidant Therapy</i>.</p>	<p><b>Oil Control Gel</b> Designed to hydrate the skin during the day while controlling oil production. Apply to face and throat area with light upward motions. Use each morning after <i>Antioxidant Therapy</i>.</p>	<p><b>Oil Control Gel</b> Designed to hydrate the skin during the day while controlling oil production. Apply to face and throat area with light upward motions. Use each morning after <i>Antioxidant Therapy</i>.</p>
	<p><b>Night Crème</b> An overnight treatment to add nutrients to help diminish lines and wrinkles while asleep. Apply to face and throat area with upward motions. Use each evening after applying <i>Serum</i> and <i>Antioxidant Therapy</i>.</p>	<p><b>Oil Control Gel</b> Designed to hydrate the skin at night while controlling oil production. Apply to face and throat area with light upward motions. Use each evening after <i>Antioxidant Therapy</i>.</p>	<p><b>Oil Control Gel</b> Designed to hydrate the skin at night while controlling oil production. Apply to face and throat area with light upward motions. Use each evening after <i>Antioxidant Therapy</i>.</p>
	<p><b>FaceLift</b> Natural formulation tones, tightens skin and re-suspends muscles. Apply with lift brush to face and throat area following direction of muscles 3-4 times a week for 90 days, then once a week or as often as desired.</p>	<p><b>FaceLift</b> Natural formulation tones, tightens skin and re-suspends muscles. Apply with lift brush to face and throat area following direction of muscles 3-4 times a week for 90 days, then once a week or as often as desired.</p>	<p><b>FaceLift</b> Natural formulation tones, tightens skin, and re-suspends muscles. Apply with lift brush to face and throat area following direction of muscles 3-4 times a week for 90 days, then once a week or as often as desired.</p>

# Clinical Study Excerpts

**Blend:** Butylene Glycol (And) Centella Asiatica (And) Echinacea  
Angustifolia (Coneflower) Extract

**Blend:** Glycerin (And) Water (And) Sodium PCA (And) Urea  
(And) Trehalose (And) Polyquaternium-51

**Blend:** Water (And) Butylene Glycol (And) PEG-60 Almonds  
Glycerides (And) Caprylyl Glycol (And) Glycerin (And) Carbomer  
(And) Nordihydroguaiaretic Acid

# **Blend: Butylene Glycol (And) Centella Asiatica Extract (And) Echinacea Angustifolia (Coneflower) Extract** (*Actifirm™ TS*)

## ***Introduction:***

Numerous published observations have documented the fact that asiatic acid and asiaticosides, extracted from *Hydrocotyl Asiatica* (*Centella Asiatica*, Gotu Kola), have the ability to stimulate dermal fibroblasts and increase collagen synthesis in vitro and in vivo (1, 2, 3, 4, 5). In addition, Coneflower Extract (*Echinacea Angustifolia*) inhibits hyaluronidase in the body and inhibits the production of hyaluronidase by normal bacterial flora on the skin. This would contribute to the integrity of the skin by increasing the viscosity of the ground substance between the cells. In addition, Coneflower Extract has been shown to have strong anti-inflammatory and immune-enhancing properties.

Such effects would be quite desirable for a cosmetic product and could result in significant anti-aging effects. Although *Hydrocotyl Extract* and *Coneflower Extract* have been available for some time, there has not been any demonstration that these biological effects resulted in the significant cosmetic effects of firmer, tighter, younger looking skin.

In this clinical study, we examined the ability of *Actifirm™ TS* to modify cosmetic properties consistent with the ingredients capable of modifying collagen synthesis and protection of the hyaluronic acid.

Results from our studies show that *Actifirm™ TS* can, in fact, increase superficial and integral skin firmness, increase the thickness and density of the epidermal and dermal compartments and result in a clinical improvement of the skin surface. These results suggest that *Actifirm™ TS* has significant possibilities as a functional cosmetic ingredient.

## ***Protocol:***

Ten female subjects between the ages of 35-55 were instructed to refrain from using moisturizers for a period of 5 days prior to the study start. Subjects, who within the past six months had used AHAs, Retin A, skin peels, topical antibiotics or any *Rx* medications were excused from the study. All subjects had to have some facial dryness and show visible signs of aging. The study was held in Connecticut.

After the initial dry-out phase, subjects were instructed to apply the following test materials to their faces two times a day for 4 weeks. Applications were made in the morning and in the evening after cleansing their skin in their normal way. No other skin treatment items (cremes, lotions) were used by the subjects.

The subjects were evaluated with respect to skin firmness via ballistometry and skin thickness and skin density, via ultrasound. The evaluation times were at the beginning of the study, at 2 weeks and at 4 weeks.

### ***Test Materials:***

Test Group A:

5% *Actifirm™ TS* in Carbopol solution (1% Carbopol 940, to pH 6 with NaOH)

Text Group B:

Carbopol solution control (1% Carbopol 940 to pH 6 with NaOH)

### ***RESULTS:***

#### ***Superficial Skin Firmness***

Results of superficial skin firmness measurements on subjects show that no effect occurred with the control Carbopol vehicle. With the *Actifirm™ TS*, significant increases were observed. Firmness increased 14% after 2 weeks and 21% after 4 weeks.

#### ***Integral Firmness***

Using the integral method of measuring skin firmness, no changes in firmness were induced by the control treatment. However, with the *Actifirm™ TS*, we observed an increase in firmness of 20% after 4 weeks. A small increase was observed after 2 weeks, which is consistent with these measurements, reflecting changes in the underlying layers of the skin.

#### ***Ultrasound***

Skin thickness and density measurements were made after treatments with the control and *Actifirm™ TS*. Results indicated that no increases in thickness or changes in density occurred after 4 weeks' treatment with the control formula. However, with the *Actifirm™ TS*, significant changes in skin thickness of 6.3% and 12.3% were observed after 2 and 4 weeks. In addition, there was an increase in tissue density (epidermis and dermis) from 68.6% to 71.1% after 2 weeks and 77.2% after 4 weeks.

#### ***Clinical Results – Wrinkles***

Wrinkles were graded (based upon an in-house developed scale) on each side of the face of test participants before and after 2 and 4 weeks of product usage. Results demonstrated **Actifirm™ TS** improved the clinical grade of lines and wrinkles after 2 weeks and more so after 4 weeks.

## **Conclusion:**

The results indicate that the *Actifirm™ TS* has interesting possibilities as a useful cosmetic ingredient. *Actifirm™ TS* is an extremely effective raw material. Both superficial and integral skin firmness were increased substantially over the 4 week test period. Further increases are probable after 8 or 12 weeks of continued usage. Ultrasound analysis demonstrated that skin thickness and density increased after 4 weeks. This is also consistent with an increased fibroblast metabolism and resultant collagen synthesis. Finally, clinical testing demonstrated that *Actifirm™ TS* is effective at reducing lines and wrinkles on (test panelists).

From the results presented above, use of 5% *Actifirm™ TS* in a cosmetic formula should significantly improve skin function and appearance, consistent with significant anti-aging benefits.

## **BIBLIOGRAPHY:**

1. Kartnig T.: Clinical application of Centella Asiatica (1) Urb. Herbs Spices Medicinal Plants 3:146-73, 1988
2. Boiteau P. and Ratsimamanga A.R.: Asiaticoside extracted from Centella asiatica, its therapeutic uses in the healing of experimental or refractory wounds, leprosy, skin tuberculosis, and lupus. Herapie 11:125-49, 1956.
3. Boiteau P., Nigeon-Dureuil M. and Ratsimamanga A.R.: Action of asiaticoside on reticuloendothelial issue. Acad Sci Compt Rend 32:760-2, 1987
4. Monograph: Centella asiatica. Indena S. P. A., Milan, Italy, 1987
5. Lawrence J. C.: The morphological and pharmacological effects of asiaticoside upon skin in vitro and in vivo. Europ J. Phjarmacol 1:414-24, 1967
6. Hargens, C. W.: Balistometry, in "Handbook of Non-Invasive Methods and the Skin" CRC Press, Boca Raton, Florida, Eds. J. Serup & G. B. E. James, 1995

**Blend:** Glycerin (And) Water (And) Sodium PCA (And) Urea  
And) Trehalose (And) Polyquaternium-51 (And Sodium  
Hyaluronate

*(Advanced Moisture Complex™)*

**Description:**

The chemical composition of the human body is 70% water, so it is no surprise that proper moisturization of the skin is essential to health and beauty. Important properties such as elasticity, smoothness and softness of the skin surface depend on maintaining adequate water content. Without water, the skin becomes dry and brittle, resulting in a disruption in its internal structure. Over time, environmental changes and aging impede the skin's natural moisturizing functions, resulting in dryness and formation of lines and wrinkles.

Moisturizing the skin using polymers, or humectants, is quite easily done. However, up until now, locking moisture into the skin for sustained benefit has been a mystery. Through the use of a combination of patented materials, we have developed *Advanced Moisture Complex™* (AMC™), an active ingredient offering more water-binding capacity than any other material available today. A patented, biotech-derived polymer that has exceptional water-binding characteristics is the cornerstone of AMC™. In addition to promoting exceptional absorption and retention of water, the polymer helps prevent water loss by forming a barrier film on the skin while stabilizing lamellar skin structure. Ultra-high molecular weight hyaluronic acid, a proven moisture binding material, is added to ensure maximum moisturization performance. This extraordinary moisturization package is further enhanced by the addition of a unique sugar derivative known for its ability to protect sensitive structures (like our skin) from dehydration. By bonding with the skin, this sugar acts as the “locking” mechanism, ensuring that all the moisture trapped within our polymer matrix remains bound to the skin surface.

**Usage/Applications:**

Use at levels up to 10%  
Application: Skin Care

**Compatibility:**

No compatibility issues found when used with conventional ingredients.

**Safety Testing:**

AMC™ tested as a non-irritant in dermal *Irritection®* testing at concentrations up to 25%, and displayed minimal ocular irritation at levels up to 15%.

### **Conclusions:**

On normal skin, 10% *Advanced Moisture Complex™* in a cream base increased skin hydration by approximately 40% for up to six hours. Transepidermal water loss decreased by approximately 26%. Compared to 10% petrolatum in a cream base, the *AMC™* maintained skin barrier improvements for up to six hours (as tested) with a trend indicative of much longer-term moisturization.

The 10% petrolatum in cream base was an occlusive product that may have interfered with the impedance measures; thus, moisturization benefits from this product did not appear until the product began to wear off the skin (4 to 6 hours later). However, it was evident that 10% *AMC™* in cream base provided better barrier repair. Two hours post-application, both decreased TEWL (baseline impedance measures) similarly by approximately 27%, while six hours post-application, sites treated with 10% *AMC™* in a cream base had lower TEWL than sites treated with 10% petrolatum in a cream base.

On soap-induced dry skin, 10% *Advanced Moisture Complex™* in a cream base increased skin hydration by approximately 57% and reduced TEWL by 38%.

### **Other Key Findings:**

- Skin moisturization benefits from application of 5% and 10% *AMC™* were apparent 24 hours post-application.
- 5% *AMC™* appears to be just as effective in moisturization as 10% *AMC™*.

**Blend:** Water (And) Butylene Glycol (And) PEG-60 Almonds Glycerides (And) Caprylyl Glycol (And) Glycerine (And) Carbomer (And) Nordihydroguaiaret Acid

**ac.net™**

Synopsis

***Description:***

Oleanolic acid and NDGA complex solubilized in an Osmocide™ type excipient.

***Proposed INCI name:***

Water (Agua) – Butylene Glycol – PEG-60 Almonds Glycerides – Caprylyl Glycol – Glycerin – Carbomer – Nordihydroguaiaretic Acid – Oleanolic Acid

***Objectivity demonstrated cosmetic activity:***

*In vitro studies*

- Inhibition of 5% reductase (type1): 68% with 3% of **ac.net™**
- Keratinocyte proliferation: 54% decrease with 3% of **ac.net™**
- Anti-inflammatory protective effect: 72% with 3% of **ac.net™**
- Inhibiting effect on bacteria related to acne.

*In vivo studies*

- Clinical study on the decrease in seborrhea: twice daily application of an emulsion containing 3% of **ac.net™** during 42 days by 9 volunteers: 44%
- Clinical study of the efficacy of **ac.net™** on retentive and inflammatory lesions: twice daily application of a gel containing 3% **ac.net™** during 56 days by 20 volunteers: -35% of retentive lesions and -32% inflammatory lesions.
- *In vivo* qualitative study of *P. acnes* colonization

***Clinical study on the decrease in seborrhea:***

Results:

- The 3% **ac.net™** formulation was perfectly well tolerated by all of the volunteers (nine volunteers with an oily or mixed skin; mean age 21 years).
- 44% of the volunteers reported an overall improvement in their skin condition and indicated that their skin was less shiny and less oily.
- The significance of the results was tested using the “t” test for paired series.
- A highly significant reduction, -31% (p<0.005), in the number of active sebaceous glands was observed together with a 44% decrease in the total quantity of sebum secreted (p<0.02).

### ***Clinical study of the efficacy of ac.net™ on retentive and inflammatory lesions:***

#### **Results:**

- The results of the volunteers' self-assessment questionnaires were highly favorable for the product: 40% of the volunteers observed an improvement in the general condition of their skin, of whom 30% reported a softer skin and 35%, an astringent effect. For 90%, the skin remained comfortable throughout the day. Spots were considered less numerous and less red by 45% of the volunteers. (20 volunteers: 15 women, 5 men; 18-35 years; with oily or mixed skin with a tendency towards acne of the minor polymorphic type, with a predominant inflammatory component).
- The improvement observed by the subjects was correlated with the dermatologists' scores for microcysts (whiteheads), comedones (blackheads) and inflammatory lesions.
- The product was well tolerated by all the volunteers and no subject discontinued treatment.
- An overall decrease in retentive and inflammatory lesions was observed and the decrease was very significant ( $p < 0.05$ ) for each type lesion (microcysts: -27%; comedones: -35%; inflammatory lesions: -32%),

#### ***Conclusion:***

##### ***Clinical trials validated the efficacy of 3% ac.net™***

- A 44% reduction in seborrhea was obtained in 42 days thanks to a significant decrease in the number of sebaceous glands (-31%)
- The number of micro-comedones decreased 35% after 56 days of treatment. The retentive and inflammatory lesions showed a 32% reduction.
- Regression in *P. acnes* colonization peri-nasal and frontal areas was observed visually after 28 days of treatment.

##### ***Recommended concentration for use: 3% ac.net™***

HET CAM test  
Patch test on humans  
RIPT  
AMES test