

# CE Peptide Renewal

Help fight the signs of aging before they appear.



Highly effective, super antioxidant formula delivers optimal levels of vitamins and antioxidant protection for maximum improvement to the skin's tone, texture and firmness.

- 8-Fold Increase in Collagen Synthesis
- 8x Increase in Anti-Oxidant Protection from Free Radicals
- 73% Reduction in Tyrosinase Activity
- ✓ 63% Reduction in Wrinkle Depth

## Summary of Benefits

Supports and enhances collagen synthesis, resulting in a more dense collagen matrix, translating to tighter, firmer more supple skin

Inhibits melanin production, thereby preventing hyperpigmentation, leaving the skin clearer and more luminous

Relaxes facial muscles, to prevent the formation of fine lines and wrinkles

Neutralizes free radicals, to protect the skin from cellular damage, resulting in healthier, more radiant skin – inside and out

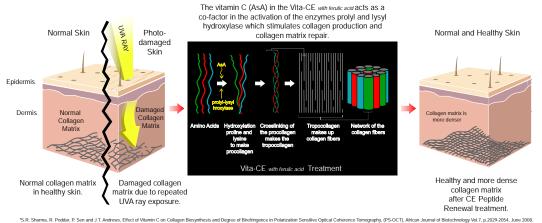


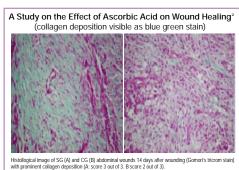
#### **Key Ingredients** Matrix of Benefits Elasticity Density Luminosity Moisture Smoothness Anti-Wrinkle Firmness Potent Pure Octapeptide-3 Proven **Panthenol** Ferulic Acid Hyaluronic Acid Vitamin E Vitamin C Free Radical Collagen Synthesis Skin HEALTHY SKIN UV Protection Anti-Wrinkle

### **Mechanism of Action**

## The Effect of CE Peptide Renewal on Collagen Synthesis Enhancement

Prolyl and lysyl hydroxylase Induces an eight-fold (8X) increase in collagen synthesis by acting as a co-factor in the activation of the enzymes which stimulate collagen production and repair.





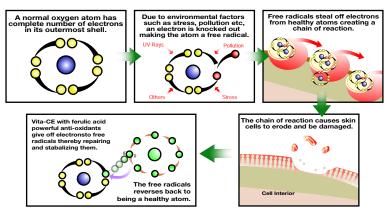
Collagen deposition on the wound treated with ascorbic acid is remarkable (visible as a blue green stain) than that of the control. Ascorbic acid has shown unparalleled stimulatory effect on collagen synthesis.

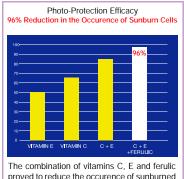
## The Effect of CE Peptide Renewal on Free Radical Protection



Repairs and protects skin cells eight times (8X) by giving-off electrons from its blend of powerful anti-oxidants, to stabilize and neutralize free radicals.

#### Free Radical Equation







Anti-Oxidant Efficacy

8x Increase in Anti-Oxidant Protection

proved to reduce the occurence of sunburned cells by 96% compared to vitamin C and E blend or vitamin C and E alone.3

by 8X compared to vitamin C and E blend or vitamin C and E alone.3

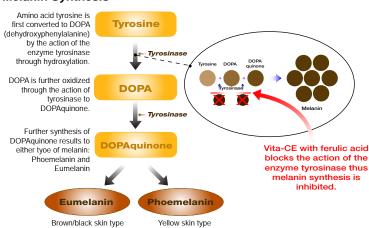
Fu-Hslung Lin, et.al., Ferulic Acid Stabilizes Solution of Vitamin C and E and Doubles its Photoprotection of Skin, Journal of Investigative Dermatology (2005) 125, 826-832

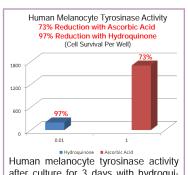
# The Effect of CE Peptide Renewal on the Prevention of Hyperpigmentation

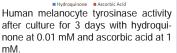


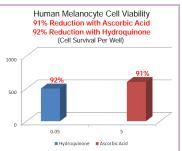
Reduces human melanocytes by 92% and tyrosinase activity by 73%, by inhibiting the action of the tyrosinase enzyme, preventing the formation of melanin.<sup>4</sup>

#### **Melanin Synthesis**









Human melanocyte tyrosinase activity after culture for 3 days with hydroquinone at 0.05 mM and ascorbic acid at 5mM

(K. Maeda, M. Fukuda, In-Vitro Effectiveness of Several Whitening Cosmetic Components in Human Melanocytes, J. Soc. Cosmet. Chem., 42, 361-368. (Nov/Dec 1991)

## The Effect of CE Peptide Renewal on the Inhibition of Wrinkle Development



Dramativally reduces wrinkle depth by 63% in 28 days. Inhibits the action of protein complexes responsible for the release of the neurotransmitters that strain facial muscles.<sup>5</sup>

#### **Biochemical Mechanism of Muscle Contraction**

Strained Muscle Fiber

Motor Neuron

VAMP

Valente Associated Reenbrane process

Process

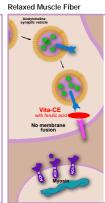
Process

Membranes

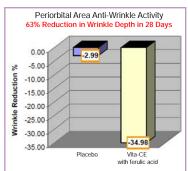
Puse

Depositration

Facial muscles are strained when neurotransmitters are released from the acetylcholine synaptic vesicle by the action of the protein complex VAMP, syntaxin and SNAP-25 and attach to the acetylcholine receptors.



Vita-CE with ferulic acid takes the position of the protein SNAP-25 which makes the protein complex unstable thereby preventing the vesicle from being fused and releasing neurotransmitters.



The peptide in the Vita-CE with ferulic acid significantly decreased the depth of wrinkled by 63%.

Skin topography analysis using silicone imprints around the periorbital area. The depth of wrinkles significantly decreased after 28 days of treatment.

Snap-8 Solution C, An Anti-Aging Peptide, Lipotec, July 2008 p. 10-11.

As pioneers of medical grade skin care innovations, Advanced Aesthetics Medical Solutions remains continually committed to the research, development and delivery of superior quality, technologically advanced skin care products.





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