

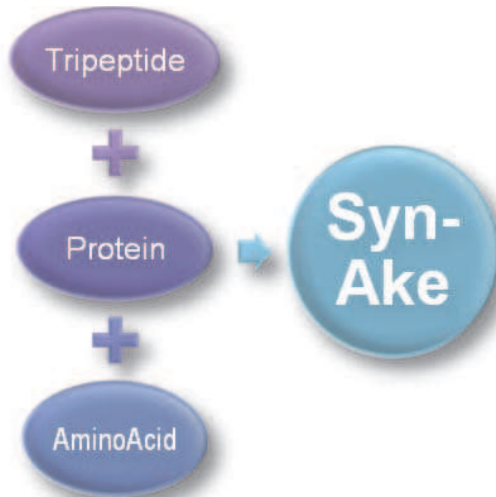


SYN®-AKE



Liliana Dutka, DNM, is dedicated to raising the level of skin care and skin treatments in Canada. She is one of the first in Canada to hold a diploma in Mesotherapy (Canadian School of Mesotherapy). In addition Ms. Dutka is a Doctor of Natural Medicine (Examining Board of Natural Medicine Practitioners), a Doctor of Acupuncture (Open International University for Complementary Medicines) and is a Registered Acupuncture Practitioner (RAP).

SYN®-AKE



Today I would like to provide you with more of a discussion & explanation regarding creams, more specifically anti-aging creams.

Why cream? Because this is what our clients know and represents 90% of their aesthetic product purchases and use.

While reputable companies, laboratories and manufacturers are doing extensive research to give their creams more purpose and effect than simple moisturizing, too many are still making muddling and even larger than life claims.

Your clients are being bombarded with aesthetic advertising expounding & promising generalities providing more confusion than education...and it is education that they need. We should not let regulatory restrictions or incompetent marketing restrict your and your clients' education & happiness.

Anti-Aging-branded companies, even some of those found in upscale retail department stores are investing time and money into research and the development of new & unique effective ingredients. Yet they are using so many words & chemicals and pseudo-pharmaceutical names that regular customers can hardly be expected to understand. Every client is always asking us if "it" -- the claims -- are really true -- "Do they really work?" For the money they pay, they expect the promised results!

Yes new, leading edge, laboratory (in-vitro) & clinic (in-vivo) tested ingredients can and are enhancing your ability to offer surgery alternative, Botox® alternative results. But look for the right ingredients as well as research & evidence-based reports. Something that you can use to explain to clients the effect of these creams. Knowledge is power...knowledge is trust...knowledge is comfort.

Let me explain in different and simple ways, beginning with an example, SYN®-AKE.

SYN®-AKE, utilized in MayStar's Synergy Lift Treatments, is a fairly new anti-wrinkle active compound based on a synthetic tripeptide that mimics the effect of waglerin 1, a peptide that is found in the venom of the Temple Viper. Published scientific literature* attests to

this effect as a cosmetic... (McArdle, JJ, T L Lentz, V Witzemann, H Schwarz, SA Weinstein & JJ Schmidt. 1999. Waglerin-1 selectively blocks the epsilon form of the muscle nicotinic acetylcholinereceptor. J. Pharmacol. Exp. Therap.289:543-550.)

What does "Tripeptide" mean? A 'tripeptide' is a peptide consisting of, not surprisingly, three amino acids joined by peptide bonds. It has three double bonds. An example of a tripeptide is: 'Glutathione' -- highly popular in Meso-Aesthetics & Integrative Holistic Aesthetics. As an antioxidant, protecting cells from toxins such as free radicals.

Next, what are Amino Acids? These are the chemical units or "building blocks" of the body that make up proteins.

What are Proteins? Proteins have structural or mechanical functions in muscle, organs or the skin. Proteins are also enzymes that catalyze biochemical reactions and are vital to metabolism. Other proteins are important in cell signaling, immune responses, cell adhesion, and the cell cycle. In this case **SYN®-AKE** is a synthetic tripeptide (type of protein) which we are using to hold back our wrinkling by cell signaling.

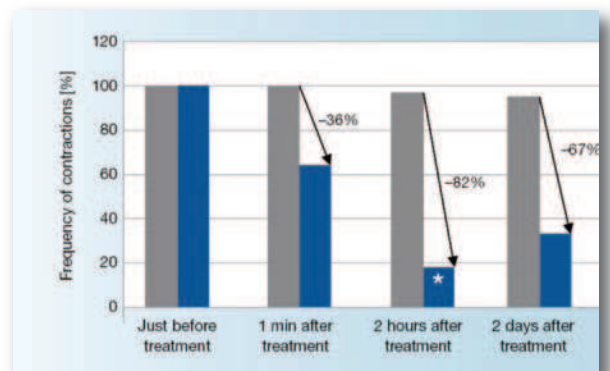
Next, is addressing any concerns regarding "synthetic"Synthesizing allows us to offer this tripeptide without actually "milking" or killing a viper for its venom....Yet synthesizing, does not mean that we are applying plastic or silicone-type non-biological, non-degradable agents.

To synthesize means: To combine so as to form a more complex product, ie. "The liver synthesizes vitamins" .

More specifically, Peptide synthesis is the production of organic compounds in which multiple amino acids are linked via peptide bonds. The biological process of producing long peptides (proteins) is known as protein biosynthesis. The result is the production of exact duplicates of the tripeptide...in a controlled, clean, GMP environment.

To ensure the effectiveness of such ingredients, they should undergo two types of testing:

In vitro (essentially in a test-tube) and in vivo (clinical patient study).

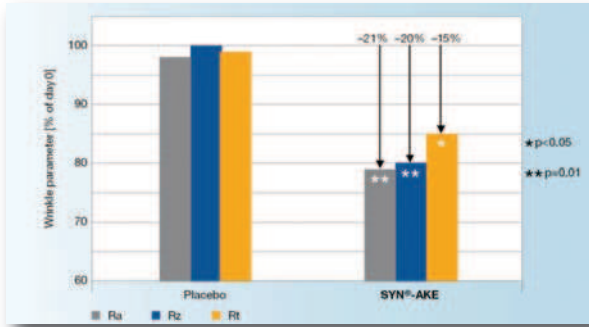




SKYN®-AKE

The efficacy of the Syn-ake tripeptide has been demonstrated in vitro by measuring the frequency of contraction of an innervated (stimulated) muscle cell as a function of the incubation time. -82% 2 hours after treatment...and still -67% 2 days after treatment (Syn®-Ake Material data sheet, PentaPharm, Switzerland)...

In Vivo, the measurement of the smoothing and anti-wrinkle effect of Syn-ake was compared to a placebo. A cream was applied to the forehead of volunteers twice daily during 28 days.



The smoothing effect (Ra) was measured on 80% of the volunteers and the anti-wrinkle effect (Rz, Rt) measured on 73% of the volunteers. Results showed up to 52% of wrinkle size after 28 days application!

Safety: The Syn®-Ake compound was also tested for safety, with no adverse reactions reported...and its action is reversible. The action is explained thus: As the muscular nicotinic ACh receptors are blocked by the tripeptide, the ion canal remains closed --There is no

uptake of Na⁺ and the muscles stay relaxed. Once the tripeptide is dissipated the muscular action returns with no detriment to it. There is no systemic effect...the effect is local and targeted and involves no dead toxins.

Interestingly, some anti-aging treatments, such as MayStar's Synergy Lift will even qualify for Natural Health Product status in Canada (and other jurisdictions) due to their careful and judicious use of proven natural ingredients including Syn®Ake.

On the price/value front you should have your options as well...The higher end lines will include the Syn®Ake, but will be based on richer emulsifiers, will include formulations that enhance & speed up absorption, hyaluronic acid as a moisturizer, breathable squalene as an emollient and other enhancements. Inclusions may be BioSlim® which is a formulation that assists in draining excess water & fat, thus leading to a slimmer, sculpted post treatment facial look. On the other hand, value priced lines like DefaceloN (Temple Viper Cream) are being introduced to ensure you can offer anti-aging effects with at least the basic Syn®Ake ingredient.

In conclusion, you can confidently offer specialty anti-aging treatments with home maintenance creams that utilize these new-age anti-aging ingredients – as long as they are from reputable laboratories. Be prepared to explain to clients their effectiveness and method of action. While results speak louder than words, clients will initially need the comfort of your explanation utilizing in vitro and in vivo results. Armed with this knowledge you will be able to offer your clients true surgery, Botox® & injection filler alternatives. ■

MAYSTAR

BOOTH 432
ESI Calgary

before

after

NEW **SYN®-AKE**

Why this treatment
is so praised in
HOLLYWOOD

SYNERGY LIFT

A Natural Botox®
replacement
with BIOSlim®

**See even deep wrinkles
reduced in just 1 hour**

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