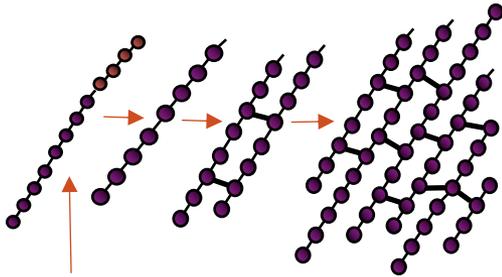


KERACYTE® ELASTIN COMPLEX

Discovery science in wound healing, tissue regeneration, skin and hair care

KERACYTE® ELASTIN COMPLEX features Elastatropin®, the precursor to human elastin; a protein that restores elastic properties to the skin. The method for reproducing this structural protein is based on recombinant DNA; developed in cooperation with the US Defense Advanced Research Projects Agency (DARPA). This is an ethically sourced form, made by inserting a gene for human elastin into plants and microorganisms. Once isolated, it is purified and formulated into hair and skin care products with an inherent ability to permeate the outer layer of skin and move freely within it's structure.



Freshly synthesized Elastatropin® is guided to the extracellular matrix of the skin using a patented molecular delivery system with 600 amino acids. The leader sequence is cleaved, and skin enzymes begin cross-linking, creating a strong, flexible fabric structure within the skin matrix.

Collagen can regenerate. Elastin can not. The human body stops producing elastin at puberty. With age, sun exposure, weight changes, stress and dehydration, the elastin breaks down and the supporting extracellular matrix proteins like collagen, laminin and keratin slow. This insufficiency causes the skin to experience more wrinkles, and hair to become susceptible to damage.

KERACYTE® ELASTIN COMPLEX for SKIN combines the proliferative effects of Elastatropin® and the protective activity of Prolisel®, which serves as a free-radical scavenger (anti-oxidant) and an anti-carcinogen. Prolisel® prevents oxidation of the skin and protects against environmental stresses. The proprietary formula of amino acid sequences contains a distinctive, bioavailable selenium source. Selenium is a trace element essential to humans, that aids in preventing wrinkles, signs of aging, cancer and skin damage caused by UV radiation. Support in scientific literature shows that Prolisel®, in concert with Elastatropin®, has synergistic effects on skin cells to positively influence wound healing, skin health, structure and integrity.

Active ingredients include Matrixyl®, which promotes collagen production and stimulates fibroblasts in the skin, enabling it to lift and strengthen; an Argireline® peptide that reduces facial wrinkles and is effective against the development of new ones by stimulating collagen synthesis; high-potency Hyaluronic Acid, a key glycan that holds up to a thousand times its weight in water, delivering moisture to the collagen net, giving skin elasticity and turgidity; and Provitamin B5, which penetrates into the layers below the skin's surface, adding moisture and plumping up the skin, reducing the appearance of fine lines and wrinkles.



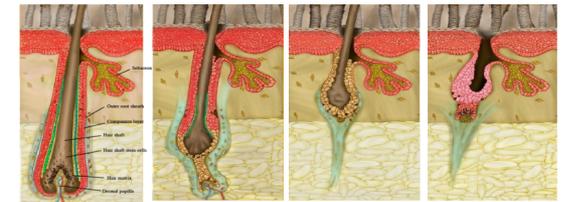
Dr. Burt Ensley, Ph.D. and Dr. Robert S. Kellar, Ph.D.

FIVE ISSUED U.S. PATENTS

KERACYTE® ELASTIN COMPLEX for LASH & BROW contains a novel keratin protein, specific to hair, that accentuates the effects of Elastatropin®. This recombinant DNA designed keratin protein contributes to shape, strength and the mechanical characteristics of hair growth and health.

By combining Elastatropin® and Keracyte® proteins with two bioavailable peptides and a powerful naturally derived lipid (omega-3 fatty acid), hair follicles are energized and primed to increase their rate of production; demonstrably invigorating the eyelash and eyebrow growth cycle.

The destruction of elastin and other matrix proteins surrounding and supporting hair follicles breakdown the number of cells that produce hair. The follicles become smaller, hair loses its color and the shaft becomes thin and fragile.



Eyelash/Eyebrow Growth Cycle is three to four months

Anagen, active/growth phase (30-45 days)

Catagen, transition/regression phase (2-3 weeks)

Telogen, resting phase (+/- 100 days)

Late Telogen, reassembly phase (new follicle formed)

