



Activar® with AC-11® Skin Renewal System Frequently Asked Questions

1. I have a number of different skin care products in my medicine cabinet. Why should I use the Activar® with AC-11® Skin Renewal System?

Activar® Skin Renewal System is the only skin care system in the world containing AC-11®, a patented, scientifically proven, water-soluble extract of *Uncaria tomentosa* shown to repair DNA damage in our skin cells. Cumulative damage to our DNA is a primary cause of premature skin aging and many other aging-related health and beauty issues. Maintaining healthy DNA therefore is essential to maintaining healthy skin through proper skin regeneration. Activar® Skin Renewal System also contains the most advanced and effective blend of proven active ingredients, scientifically balanced at therapeutic levels, to help to remove fine lines and wrinkles while helping to restore the natural and youthful radiance of our skin.

2. What is the link between DNA damage and premature skin aging?

Damage to our cellular DNA is repaired daily. However, some damage is not repaired and thus, over the years, starts to accumulate. Unrepaired DNA damage caused by UV (ultraviolet light/sun) often does not become visibly noticeable until we are well into our 20s. This damage appears mainly as wrinkles and hyper-pigmentation (brown spots). AC-11® has shown a unique ability to repair this type of damage to our skin as documented through a variety of clinical and scientific research.

3. What are the most common visible signs of damaged and aging skin?

The visible signs of aging are due in part to genetic predisposition and in part to damage from extrinsic factors, such as over exposure to the sun, smoking, pollution and other lifestyle stressors. People with lighter complexions are more susceptible to the harmful effects of external stressors, especially to ultraviolet rays produced by the sun. Among the visible signs of such damage are:

1. Fine *wrinkles* around the mouth and eyes (“crow’s feet”).
2. *Lentigos* (benign brown spots associated with ultra-violet radiation from the sun) scattered across the forehead, nose and cheeks.
3. *Focal hyper-pigmentation* or discoloration on the upper lip, cheeks and forehead or (melasma) benign discoloration accentuated by the sun.
4. *Mottled pigmentation* (Patchy skin color).

5. *Loss of elasticity and collagen depletion* resulting in deep wrinkles and sagging skin
6. Brown keratotic papules (*Seborrheic Keratosis*).
7. Red scaly or keratotic papules or pre-cancer (*Actinic Keratosis*).
8. *Skin cancer* (most commonly basal cell cancer and squamous cell cancer).

4. What noticeable improvement in my skin can I expect to see from using Activar® with AC-11®?

After just 30 days of using Activar® with AC-11® Skin Renewal System, you should expect to see improved skin tone, a decrease in wrinkles and skin spots, a lightening of remaining skin spots and a more youthful and radiant appearance.

5. What are the different types of skin textures and main characteristics®?

There are basically four types of skin texture:

1. **Normal.** Neither dry nor oily to the touch, the pores of the skin are visible but not large.
2. **Dry.** Pores are fine and not outwardly visible. The skin has a papery thin texture and feels fine to the touch.
3. **Oily.** Pores are generally large and noticeable. The skin is coarse to the touch and thick in texture. Oily skin tends to be prone to acne.
4. **Combination.** Skin tends to be oily in areas called *T-zones* (forehead and nose) and dry in and around the cheeks.

6. Is Activar® with AC-11® effective for all types of skin?

Activar® with AC-11® has been tested and shown effective for all major skin types.

7. Are Activar® with AC-11® products derived from natural ingredients?

The active ingredients in the Activar® with AC-11® Day, Night and Eye formulas are all natural. A small percentage of each product consists of preservatives and stabilizers derived from natural ingredients. These constituents are essential to providing an active and stable product and no different from the stabilizers found in other luxury creams on the market today.

8. Can I use Activar® with AC-11® products along with makeup?

The Day and Eye Creams absorb quickly and evenly in the skin and can easily be applied before makeup. The Night formula is designed for deep moisturizing and repair while you sleep and is best used after makeup is removed before bedtime.

9. How is each Activar® with AC-11® product formulated?



All Activar® with AC-11® products share many of the same advanced active ingredients. However, there are variations in each formula designed to provide the greatest effect when the products are used together in a system as directed.

The Day Cream protects and maintains the cellular health of the skin, which can be undermined by daytime stressors, including excessive sun exposure, fatigue and smoke, pollution and other environmental toxins. The Day Cream helps to enhance the youthful and velvety appearance and radiance essential to healthy looking skin with *Argireline*® and *white tea extract*. The addition of *Matrixyl*®-3000 moreover leads to new collagen production. *Lipocol C* and *Liponate GC* help maintain good skin metabolism and cellular health. The natural reparative functions fundamental to a healthy cellular metabolism and specifically to overcoming the environmental assaults the skin experiences every day are enhanced by the presence of AC-11®, which works at the DNA level of our cells. The effectiveness of AC-11® is augmented by *Vitamin A Palmitate*, an ingredient that helps to normalize cell function.

The Night Cream optimizes the inherent natural repair mechanisms of the skin, including repair enzymes, hormones and bio-rhythms that are most effective during the hours of rest. The Night Cream also includes ingredients that help reduce cellular damage accumulated during the day. To augment the calming effect that sleep has to assist the repair process, the Night Cream formula provides a natural base of *lecithin*, the most common phospholipids found in all layers of the skin. AC-11® in the formula moreover helps the critical natural function of the skin to repair DNA during sleep. The Night Cream also incorporates an intensive moisturizing base of *Squalene* and *Hyaluronic Acid* to rehydrate the skin while you rest. Similarly, the formula contains several additional scientifically proven skin care ingredients in a balanced nighttime blend, including *Cuivridone*®, *Argireline*® and *Matrixyl*®-3000, shown to smooth wrinkles and decrease pore size.

The Eye Cream is specially formulated to treat the sensitive skin under and around the eyes and to help diminish the appearance of dark circles and wrinkles. The Eye Cream also contains the *De-liner*™ technology for smoothing out fine lines and “crow’s feet.” Rich in other proven anti-aging ingredients as well, including *Pepha-tight*, an algae based, anti-wrinkle and skin lightener, and *MDI Complex*, an active cosmetic ingredient that inhibits the breakdown of collagen and *Matrixmetalloproteinase (MMP) enzymes* for dark circles, our Eye Cream formula gives this delicate area of your face the all important care it needs for a more youthful looking and radiant appearance.

10. What is the best way to use the Activar® with AC-11® Skin Renewal System?

For best results, we recommend that the Activar® with AC-11® Skin Renewal System of Day, Night and Eye Creams be used as follows: one daily application each of the Day (morning) and Night (evening) formulas, along with two applications of the Eye formula - once in the morning and a second application before bedtime.

11. Can I use Activar® if I have serious acne or another serious skin condition or a skin disorder?



Activar® contains several natural ingredients and moisturizing agents that for certain users possibly may aggravate serious acne and/or other serious skin conditions or disorders. Anyone having a question or concern, in particular a person with serious acne or any other serious skin condition or disorder should always consult a skin care professional, preferably a dermatologist. In order to assist you in making the right choices, we invite further inquiries from you or your skin care professional about our products and the performance characteristics and properties of the exclusive ingredients we use.

12. How have you measured the effectiveness of Activar® in reducing the size of large pores and noticeable wrinkles, helping to fade age spots and skin discolorations and minimizing other sun-related damage?

We validated our results by selecting a variety of men and women having a cross section of skin types and coloration to participate in a 30 day study using the *Visia Complexion Analysis System*®. The *Visia System* is designed specifically to measure the skin in five key areas:

1. UV (ultraviolet light) damage the skin, due typically due to overexposure to the sun
2. Pore size
3. Wrinkles
4. Skin tone
5. Spots

Participants in the study were measured against these five benchmarks before using the Activar® with AC-11® Skin Renewal System and were then re-evaluated 30 days after using all three products as directed.

Although the benefits varied to some degree among members of the study based on certain genetic and environmental factors, the results documented by the study notably included:

- Decrease in pore size of **13%**
- Reduction in UV damage of up to **39%**
- Skin tone improvement of **31%**
- Decrease in fine lines and wrinkles of up to **60%**
- Decrease in spots of **15%**



13. Are Activar® products consumer safety tested?

Consumer safety is our top priority. Activar® with AC-11® has been tested by the Consumer Product Testing Company of Fairfield, New Jersey under *ICH Guideline E6 for Good Clinical Practice*. All studies were conducted on male and female subjects varying in age and race. In these studies, no visible signs of allergic reactions or irritations were reported.

14. Is there a connection between the skin care benefits of Activar® with AC-11® and the health benefits of AIO with AC-11® liquid dietary supplement?

Activar® with AC-11® and AIO with AC-11® are two products that work together as a unique “inner and outer” health and beauty combination. The highly effective ingredients in Activar® with AC-11® skin care products work both at and below the surface of the skin to reduce significantly the telltale signs of aging, while the AC-11® found both in AIO and in Activar® delivers support to your body’s DNA, including the DNA in your skin cells. The result is healthy age management from the inside out and from the outside in. bHIP Global is the only company in the world that can offer these products in combination to the public.