

Activar Skin Renewal System
The future of skin care technology.



Activar® Intensive Repair with AC-11® is the most technologically advanced, anti-aging skin care formula available. In data supported by over 13 years of scientific and clinical research and development, AC-11® has been shown to help the body's natural ability to repair DNA, essential to the regeneration of skin damaged by the sun's ultraviolet

rays, pollution, stress and numerous other factors. Activar® formulations put AC-11® to work in synergy with potent antioxidants, effective skin brightening, hydrating and other proven anti-aging ingredients that will rejuvenate, repair and restore the youthful radiance of your skin.

Activar products are dermatologically tested for safety.

1. Scheinfeld N. Dutasteride, cantharidin, atopiclair, cetuximab, sirolimus, AC-11 and dimericine reviewed in brief. *J Drugs Dermatol* . 2006;5:201-3.
2. Scheinfeld NS P300 Preliminary assessment of AC-11, an aqueous extract of Uncaria tomentosa (cats claw), as an agent enhancing DNA repair in humans. Summer meeting of the American Academy of Dermatology July 27-30, 2006. P300 (abstract).
3. Scheinfeld NS. Feature: DNA Repair Adjuvants. *Skin & Aging* 2006;14(2);72-6.
4. Jesitus J. Botanical extract protects against UV. *Dermatology Times* . 27(7):41.
5. Phyto Therapy Research, Phytother. Res 20, 178-183 (2006) Mammone, Akesson, Gan, Giampapa, and Pero.



bHIP GLOBAL

Product Guide



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Healthy cells are the key to a healthy life.

By now, you know that aging and ultimately the breakdown of body performance and appearance is directly related to DNA damage. The unfortunate fact is that, as we age, our natural ability to repair damaged DNA declines leading to cellular dysfunction. Herein lies the dilemma, but also the opportunity to identify natural DNA repair activators that increase the body's natural DNA repair process to maintain energy, health, and youthful appearance and function.

DNA and Aging

Consider these facts: within all human cells is an individual's blueprint for life – your DNA, which also contains information on cell regeneration. Because DNA is constantly being assaulted by free radicals causing DNA damage, cells do not regenerate in perfect form and the performance and appearance of the human body naturally declines. It is estimated that after age 25, our ability to keep up with DNA aging (degradation) declines, as does our performance and body appearance. In fact, every day our DNA sustains an estimated 10,000 molecular lesions per cell and once we are in our mid to late 20s, we have difficulty keeping up with their repair. While the body is naturally equipped to neutralize and dispose of free radicals that cause DNA aging, its

antioxidant defenses may become overwhelmed by normal metabolic activity, such as exercise, stress and environmental insults such as UV light and pollution. When this happens, the rate at which DNA is attacked outpaces the rate at which it is repaired, causing a decline in the way we perform and the way we look and feel.

This is of particular concern for all of us who want to maintain peak performance, function and appearance.

Antioxidants

While popular antioxidants (water-soluble, fat-soluble, vitamin or herbal) can help to protect our DNA by harnessing and neutralizing free radical molecules, they are simply not enough to keep up with the free radical overload. These free-radicals damage DNA, and unfortunately, antioxidants can do nothing to increase the rate of repair of DNA damage once it takes place. So we need another solution.

The Science Behind DNA Repair

In the early 1990s, researchers visited the Ashaninka Indians of the Amazon Rainforest. Here, they observed how the local medicine men (shamans) would make hot water extracts of *Uncaria Tomentosa* that produced healing results. The research team also discovered the presence of carboxy-alkyl-esters (CAEs) in this natural hot water extract. These unique esters work to effectively up-regulate DNA repair enzymes in the human body, leading to cellular DNA repair. In fact, a study published in the *Journal of Phytomedicine* in 2001 showed that a precise level of carboxy-alkyl-esters from alkaloid-free *Uncaria Tomentosa* increases the body's natural DNA repair ability by 12% to 15%. By supplementing with these CAEs, you can effectively help to reverse DNA aging and improve cellular function and performance. And if you are a serious about your appearance, these DNA repair activators may just be what you need to look your best at any age.

The answers are in your hand.

Intensive Eye Repair with AC-11*



Activar® Intensive Eye Repair combines AC-11* with specially selected skin-enhancing ingredients to optimally soothe and reduce puffiness of the tender skin surrounding the eyes.

Rich in agents such as Aloe Barbadesis Gel (Lily of the Desert), Shea Butter, Proline, Pentavitin, Deliner™, and MDI Complex®, Activar® Intensive Eye Repair is a perfectly balanced formulation for your most sensitive skin areas around the eyes. Synergized with these ingredients are a complex of additional regenerating elements such as Pentavitin, a patented moisturizer containing naturally occurring carbohydrates (more effective and lighter than glycerin); Deliner™, a moisturizing agent and activator of cell migration and multiplication (to help reduce depth of wrinkles and smooth the skin); and MDI Complex, an active ingredient that helps inhibit the breakdown of collagen by matrix metalloproteinase (MMP) enzymes, giving the skin a younger and firmer appearance.

The potent combination of these ingredients will improve the appearance of dark circles under the eyes, "iron out"

wrinkles (crow's feet), hydrate the skin, and insure the integrity of the DNA in the skin surrounding your eyes.

Eye Repair Formula Results:

- Helps reduce puffiness and dark circles.
- Promotes healthy cellular profile in response to premature aging due to photochemical (sun) damage, stress and pollution.
- Enhances the skin's natural ability to repair DNA.
- Visibly reduces the appearance of fine lines and wrinkles, including crow's feet.
- Restores the glow, suppleness, firmness and youthful appearance of the skin.
- Helps reduce age spots and blends skin discoloration.
- Hydrates the skin.
- Provides potent anti-oxidants.

Intensive Day Repair with AC-11*



Activar® Intensive Day Repair with AC-11* has been specially developed to combat the physiological and environmental factors that attack the skin during the day to cause premature signs of aging. Our unique formula contains effective ingredients to help prevent oxidative damage, reduce the appearance of wrinkles, fine lines, imperfections and enlarged pores while complementing the reparative qualities of AC-11*.

Youthful and luxurious-looking skin is maintained by Actyphyte of Japanese Green Tea Cone and White Tea Extract. The skin's cellular health and metabolism – which can be undermined by daytime stressors such as lifestyle, fatigue, tension and pollution – are additionally enhanced by the presence of Lipocol C and Liponate GC. The skin's inherent reparative mechanisms are increased by Vitamin A Palmitate, a normalizer of cell function superior to retinol in stability. Willow bark Extract provides the benefits of a β -hydroxy acid without risk of irritation while further augmenting cell renewal capabilities. Argireline smooths the skin and blocks neural signals that activate wrinkle development. Activar® Day Repair formula with AC-11* is the perfect blending of naturally effective sciences for the skin.

Day and Night Formula Results:

- Promotes a healthy cellular profile to reduce premature aging due to photochemical (sun) damage, stress and pollution
- Enhances the skin's natural ability to repair DNA
- Restores the glow, suppleness, firmness and youthful appearance of the skin

Intensive Night Repair with AC-11*



Activar® Intensive Night Repair with AC-11* shares many of the renewing, anti-aging and rejuvenating properties of the Day Repair formula. Intensive Night Repair's rich combination of AC-11* together with Lipocol C, Liponate GC, Actyphyte of Japanese Green Tea Cone and White Tea Extract in a luxurious moisturizing base of squalene and Hyaluronic Acid provides the ideal "nighttime companion" to our Intensive Day Repair solution. Actyphyte of Japanese Green Tea Cone is especially effective in the nighttime formula, as it both reduces skin irritation and scavenges free radicals, thus complementing AC-11*, to help further reduce the cellular damage accumulated during the day. In addition, we also enhance Night Repair to super-moisturize your skin as you sleep and combat the problem of nighttime dehydration. As with Day Repair, the Night Repair formula includes Argireline to smooth wrinkles. Plus, Cuiridone is added to shrink pores. To augment Night Repair's calming properties, we use a special base of natural lecithin that form liposome, the most common phospholipids found in all layers of skin.

- Visibly reduces the appearance of fine lines and wrinkles
- Helps reduce age spots and blends skin discoloration
- Helps diminish large pores
- Hydrates the skin
- Provides potent anti-oxidants



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