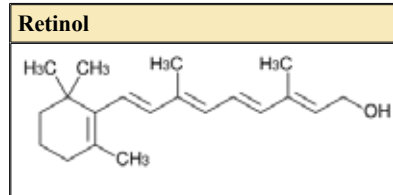


Rhonda Allison's Retinol Supreme is a super charged serum that works deep into the skin for maximum skin regeneration support, improving the skin's texture, diminishing fine lines, strengthening the capillaries, and giving the skin an overall healthier appearance. This encapsulated complex is enhanced by the energizing properties of Micro Algae, giving skin a potent delivery for tissue regeneration.

Retinols in general are the animal form of Vitamin A and are a fat-soluble vitamin important in vision and bone growth. Retinols, both natural and synthetic derivatives, are among the most useable forms of Vitamin A, which also include Retinal (aldehyde form), Retinoic acid (acid form) and retinyl ester (ester form). These chemical compounds are collectively known as Retinoids, and all possess the biological activity of all-trans Retinol as a common feature in their structure. Remember that Retinoids (all-trans Retinoic Acid or Tretinoin) are the prescription ingredient in Retin-A® or Renova® and Retinols are the less irritating ingredients available in a wide variety of products.



Retinol is a pro-drug that can be converted to retinoic acid by the skin (it will be changed to all-trans retinoic acid within the keratinocytes and become active). Topical Retinoids promote the normalization of follicular epithelial desquamation and reduce cellular cohesion, promoting drainage of existing comedones and preventing the development of microcomedones (the precursor of all acne lesions). In cosmetics, Retinol derivatives are also used as anti-aging chemicals where Vitamin A is absorbed through the skin, increasing the rate of skin cell turnover, giving an increase in collagen and a more youthful appearance to the skin.

Retinoids also have many important biologic effects: they regulate growth and differentiation of epithelial cells, diminish malignant cell growth, decrease inflammation, and enhance the immune system. The discovery that Vitamin A derivatives or molecules that interact with Retinoids' receptors have beneficial effects in many skin diseases, particularly acne, and has been one of the major therapeutic advances in dermatological therapy. Retinoid products are better used at night, when degradation by light is minimal. It is important for patients on Retinoids of any kind to apply sunscreen daily, as retinoid use is associated with increased photosensitivity.

Researchers from the University of Michigan (U-M) Medical School tested lotions containing Retinol – Vitamin A that is found in many skin-care products – on the skin of elderly patients. Lotion containing retinol was used on one arm of each participant, while a lotion without retinol was applied to the other arm.



*Before and after pictures from the study;
© University of Michigan*

Wrinkles, roughness and overall aging severity were all significantly reduced in the retinol-treated arm compared with the control arm. The production of collagen, due to the retinol treatment, also makes it more likely that the skin can withstand injury and ulcer formation, researchers say.

Rhonda's Retinol Supreme is an active corrective that requires guidance from the professional – some clients may use nightly and others once or twice a week. It is best to use at night after a thorough cleansing. Clients will experience redness, dryness, and flaking at various stages of using serum; once the skin exfoliates it will rebound and replenish (epidermal growth factor is recommended) and clients may resume use of serum as desired.

FOCUS INGREDIENTS

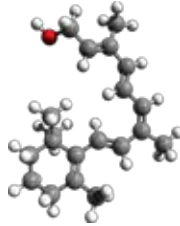
Algae Extract—The microalga *Dunaliella Salina* is unique: its natural habitat is in salt lakes that have a salinity that is nine times higher than the salinity of sea water. Since *Dunaliella Salina* is continually exposed to all kinds of stress like high osmotic pressure, high UV-levels and high oxygen levels, it is considered as a stress manager. To withstand



these conditions the alga needs a lot of energy. *Dunaliella salina* accumulates massive amounts of carotenoids, including Beta Carotene, Alphacarotene and Xanthophylls like Zeaxanthin, Cryptoxanthin and Lutein under appropriate growth conditions, and is cultivated by a special fermentation technology.

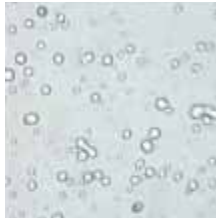
Algae extract has anti-inflammatory capabilities, in addition to being nourishing and moisturizing to the skin, and this specific, highly purified extract is processed to supply the skin with new energy, protecting the mitochondria of skin cells and increasing cell turnover.

Retinol – The animal form of Vitamin A; contains encapsulated properties - allowing for more precise delivery to cells and resulting in a natural transition to retinoic acid



Retinol 3D structure

L-Lactic Acid – Lactic acid is a naturally occurring alpha hydroxy acid (AHA) that is fermented from milk for use in cosmetics, lotions and cleansers to assist in smoothing and moisturizing the skin. Lactic Acid helps to increase desquamation, aiding in the sloughing of dead skin cells and increasing



cellular turnover, evenly thin the stratum corneum while hydrating the skin for a fresh and rejuvenated complexion.

Milk and the Curd (Fermented Milk) as seen through the microscope.

This process is especially helpful for aging skin, because exfoliation slows down with age. Lactic acid can be used for many skin problems including the management of acne, wrinkles, psoriasis, keratosis pilaris and hyperkeratosis, and can even be used on slightly sensitive or allergy-prone skin.

Extract, Xanthan Gum, Squalane, L-Lactic Acid, Retinol, L-Carnitine

COMPOSITION

Water, Hamamelis Virginiana (Witch Hazel) Extract, Glycerin, Algae