

Ultimate Plant Stem Cell Serum

The Science of Skincare with proven clinical results

**Ever wondered if there was a Fountain of Youth for your skin? Well, you have just found it!!
DIVADEVA Ultimate Plant Stem Cell Serum.**

This Active Formulation of Unique Plant Stem Cells combined with cutting edge Peptide Technology and Skin Oxygenation is a most effective formulation for skin rejuvenation.

DIVADEVA Ultimate Plant Stem Cell Serum provides concentrated proteins to help renew your skin's youthful appearance by plumping sagging-tired skin, and renewing its youthful appearance, increasing collagen production and synthesis along with lessening the appearance of fine lines, wrinkles and firming the skin.

Key ingredients:

PhytoCellTec (Apple Stem Cells) preserves the ability to form new epidermal tissue. Using Malus Domestica stem cell extract, the epidermal stem cells retain their vitality longer and are capable of forming new tissue and renewing the skin.

Argireline is a peptide that helps with prevention of wrinkles in the skin. When applied, it relaxes expression lines helping muscles contract with less effort reducing the appearance of wrinkles and lines.

Matrixyl 3000 is known for its amazing collagen building properties and is a powerful peptide molecule that boosts collagen production for firmer, younger looking skin.

PephaTight has been referred as a liquid face lift. It has the ability to form a thin film over the skin creating an instant firming effect. It also contains polysaccharides which help accelerate the oxygenation of the skin.

- ☑ Combat the signs of ageing by protecting your natural skins stem cells delaying the aging of essential cells
- ☑ Visibly Reduces the appearance of Fine Lines and wrinkles offering maximum Hydration with Hyaluronic acid
- ☑ Protects skins vitality and youthful appearance.
- ☑ Nourishes and renews cells by keeping the skin firm and supple. Naturally boosts tired collagen and renews ageing cells.
- ☑ Visibly younger looking skin in 2 weeks - 15% in 30 days which ONLY improves with continued use
- ☑ Liposomal (small molecular size) delivery transporting Plant Stem Cells to the aging cells
- ☑ Releases Powerful Antioxidants to fight free radicals in cells
- ☑ Reduction in depth of regular wrinkles up to 29%
- ☑ Boosts Collagen synthesis by up to 117% and increases Collagen IV synthesis by up to 357% for firmer skin

Stem cells in skin care.... What does it really mean?

Stem cells have become increasingly common in the skin care world. But what does this really mean? Skin care specialists are not using embryonic stem cells; as it is impossible to incorporate live cells into a skin care product. Instead, companies are creating products with specialized peptides, enzymes and/or plant stem cells which, when applied topically, help protect the human skin stem cells from damage and deterioration, while stimulating the skin's own stem cells.

The skin's own stem cells lie dormant until they "receive" signals from the body to begin the repair mode. In skin care, the use of topical products, such as Diva Deva Ultimate Plant Stem Cell Serum, stimulates the stem cell to split into two types of cells: a new, similar stem cell and a "daughter" cell, which is able to create almost every kind of new cell in a specialized system. This means that the stem cell can receive the message to create proteins, carbohydrates and lipids to help repair fine lines and wrinkles, while restoring and maintaining firmness and elasticity.*

With age, skin cell renewal is slower and causes skin to get thinner, therefore by stimulating the skin's immune defense and maintaining a healthy skin, essential nutrients and water will be retained giving the complexion a more youthful appearance.

A Swiss Apple Variety with Incredible longevity Properties Uttwiler Spätlauber is a variety of a Swiss apple that derives from a seedling planted in the middle of the 18th century. It was very famous for its excellent storability without shriveling. In the modern market this apple is not known for food use but in the Cosmetic world it is an unbelievable discovery due to the function of its unique Plant stem cells antiaging properties.

Uttwiler Spätlauber apples are rich in phytonutrients, proteins and long-living cells. This particular composition leads to incredible storability and longevity properties.

Stem Cells and Longevity

Longevity is related to specific cells called stem cells which have a unique growth characteristic. These unspecialized (undifferentiated) cells can make identical copies of themselves as well as differentiate to become specialized cells. Two basic types of stem cells are present in the human body:

- ☑ Embryonic stem cells found in blastocysts can grow and differentiate into one of the more than 220 different cell types which make up the human body.
- ☑ Adult stem cells located in some adult tissues can only differentiate into their own or related cell types. These cells act as a repair system for the body but also maintain the normal turnover of regenerative organs such as blood, skin or intestinal tissues.

Research on Stem Cells and Applications

Currently in medicine, adult stem cells are already used particularly in transplant medicine to treat leukemia and severe burns.

In the cosmetic field, scientists are focusing their research on adult stem cells located in the skin. They are studying the potential of these types of cells, their functioning and aging. This research will help to understand how to protect skin stem cells.

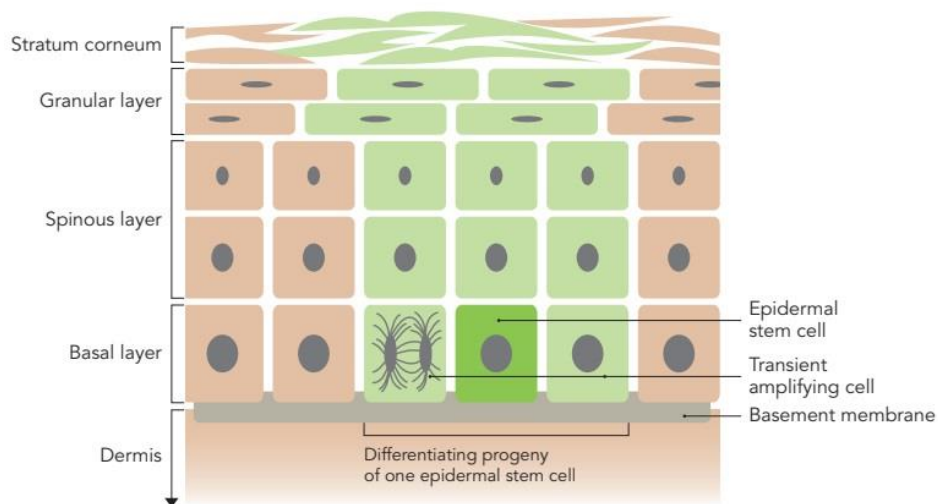
Stem Cells in the Human Skin

In the human skin, two types of adult stem cells have been identified:

- ☑ Epithelial skin stem cells which are located in the basal layer of the epidermis.
- ☑ Hair bulge stem cells located in the hair follicle.

Epidermal stem cells replenish and maintain the balance of cells within the skin tissue and regenerate tissue damages during injury. But with age, the number of skin stem cells decreases and their ability to repair the skin becomes less efficient.

Epidermal Stem Cells in the Human Skin

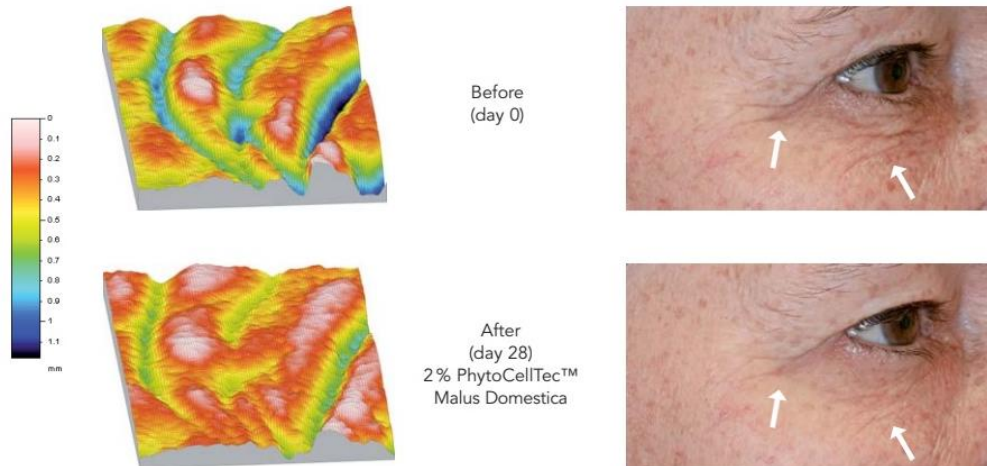


Plant Stem Cells to Protect Skin Stem Cells

In contrast to human, plant cells are totipotent, meaning that every cell has the ability to regenerate new organs (leave, flower, seed...) or even the whole plant. Besides, all plant cells can dedifferentiate and become stem cells.

All stem cells, independently of their origin (plant, animal or human) contain specific epigenetic factors whose function is to maintain the self-renewal capacity of stem cells.

Anti-Wrinkle Effect on Crow's Feet



Key ingredients and how they work.

PhytoCellTec (Apple Stem Cells) preserves the ability to form new epidermal tissue. Young and vital epidermal stem cells can form a complete, multi-layer epidermis in laboratory conditions. When this experiment is conducted on older stem cells, these no longer multiply and no epidermis is formed. These stem cells are depleted and have reached the end of their lifecycle. If *Malus Domestica* stem cell extract is added to "old" cultivated stem cells, the cells can still generate a stratified epidermis. Under the influence of *Malus Domestica* stem cell extract, the epidermal stem cells retain their vitality longer and are capable of forming new tissue and renewing the skin.

Argireline is a peptide that helps with prevention of wrinkles in the skin. With continued use you can see up to a 31% reduction in the depth of lines and wrinkles. When Argireline is absorbed into the skin it causes facial muscles to contract with less effort, relaxing facial expressions and reducing the appearance of lines of wrinkles and sagging. This amazing peptide can be extremely effective, and in some cases with just the use of Argireline alone, users have experienced up to a 30% reduction in fine lines and wrinkles. When combined with Matrixyl the results only become more incredible!!

Matrixyl 3000 an extremely effective collagen builder also known as palmitoyl pentapeptide-3, one of the powerful peptide molecules found in the latest generation of high-end anti-wrinkle skin care products. This breakthrough ingredient stimulates collagen production in the skin and in certain cases can even replace the need for BOTOX® injections. Matrixyl becomes even more effective when combined with other peptides like Argireline. Studies reported treating one side of the face, "A highly significant reduction in the deep lines and moderate wrinkles was obtained on the side treated with 3% Matrixyl. At the conclusion of the study, the surface area occupied by deep wrinkles was reduced by mean of 68%!! The surface area occupied by moderate wrinkles was reduced by mean of 51%."

- Reduction in depth of regular wrinkles up to 29%
- Increase overall Collagen synthesis by up to 117%
- Increase Collagen IV synthesis by up to 357%
- Increase Hyaluronic Acid by up to 267%

PephaTight: We call this ingredient an instant liquid facelift. This formulation has algae and contains pullulan which is a water-soluble ingredient that forms a film over the surface of the skin firming and tightening like an instant lifting and firming effect. PephaTight also contains polysaccharides which accelerate oxygenation of the skin, increasing cellular turnover and the building of collagen and elastin which are essential to youthful looking skin.

Ingredients:

Water/Aqua/Eau, hyaluronic acid, PhytoCellTec®, Pepha®Tight, Matrixyl® 3000, Argireline®, Propanediol, Hydrogenated Castor Oil, Trideceth-9, Triethanolmine, Carbomer, Rosa Centifolia Leaf Cell Extract, Rosa Alba Leaf Cell Extract, Rosa Damascena Leaf Cell Extract, Rosa Canina Fruit Extract, Rosa Damascena Flower Oil, Rosa Canina Fruit Oil, Rose Centifolia Flower Water, Commiphora Myrrha Leaf Cell Extract, Adenium Obesum Leaf Cell Extract, Leuconostoc/Radish Root Ferment Filtrate, Glycerin, Allantoin, Aloe Barbadensis Leaf Juice, Sodium PCA, Propylene Glycol, Ethylhexylglycerin, PEG-40, Ethylhexyl Salicylate, Ethylhexyl Methoxycinnamate, Disodium EDTA, Potassium Sorbate