

**COSMEDICAL®**  
TECHNOLOGIES

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## ADVANCED WRI-LAX® INFORMATION KIT

A novel deep-wrinkle targeting serum to use as an alternative to or enhancer of injectable treatments.



Dermatologist Formulated | Medical Strength | Clinically Tested

# ADVANCED WRI-LAX® - FAQs

## 1. What is Advanced Wri-Lax®?

Advanced Wri-Lax® is a new serum targeting area-specific deeper lines and wrinkles such as lip lines, chin and neck lines, crow's feet and frown lines. Advanced Wri-Lax® can be incorporated into any skincare regimen and its active ingredients improve the appearance of deeper lines in both people who have never had Botulinum toxin injections, as well as those who have and wish to enhance the effectiveness of the injections.\*

## 2. How does Advanced Wri-Lax® fit into a skincare regimen?

This lightweight serum is suitable for all skin types and can be incorporated into any regimen.

## 3. How does one use Advanced Wri-Lax®?

Apply product to targeted deeper lines, such as lip lines, chin and neck lines, crow's feet and frown lines. Allow to dry for 30 seconds and follow with serum and moisturizer to entire face. Repeat twice daily. Visible improvement is typically seen within several days to a week and improvement is enhanced with continued use. This is not a temporary cosmetic formula and all patient photos in this Information Kit are taken without Advanced Wri-Lax® on the skin.

## 4. The actives in Advanced Wri-Lax® have been shown to mimic or enhance some of the effects of injectables. How do cosmetic injectable procedures temporarily visibly lessen wrinkles?

By 2002, the FDA had approved two classes of cosmetic injections that lessen wrinkle appearance and whose popularity has changed the face of aesthetic practice forever. The two classes of products are:

- **Injectable fillers** (classified as cosmetic devices), with water trapping elements that can also boost collagen synthesis to temporarily smooth and plump lines and wrinkles, and
- **Injectable neurotoxins** (classified as drugs), to temporarily lessen expression lines and wrinkles by interfering with the molecules that are released at nerve endings to lessen muscle contraction.

## 5. What active ingredients are found in Advanced Wri-Lax® that lessen the appearance of lines by mimicking the effects of injectables?

**10% Argirelox®:** an award-winning wrinkle remedy that combines Acetyl Hexapeptide-8 and Pentapeptide-18. In clinical studies, this combination of peptides has proven effective in subjects who do not have neurotoxin injections, and enhances the anti-wrinkle effects in those who have had such treatments.\*

- **Acetyl Hexapeptide-8** (Argireline®) was developed as a topical Botulinum toxin enhancer or alternative to temporarily relax (instead of paralyze) muscles that give rise to expression lines. Argireline® is clinically proven to be effective at lessening the appearance of expression lines in subjects who did not use injectable Botulinum toxin. Clinical testing shows that within 7 days of twice daily use, expression lines decrease in appearance an average of 20% in depth and 16% in length.\*
- **Pentapeptide-18** acts to block Calcium entry into nerves and make the nerves less effective at contracting muscles of expression.

**Seacode®** reduces the appearance of lines and wrinkles and plumps skin appearance. A marine-derived ingredient, Seacode® provides topical filler-like benefits. In vitro-testing shows Seacode®:

- supports collagen production for deep firming benefits
- manufactures a hyaluronic-like substance in skin to smooth lines and creases

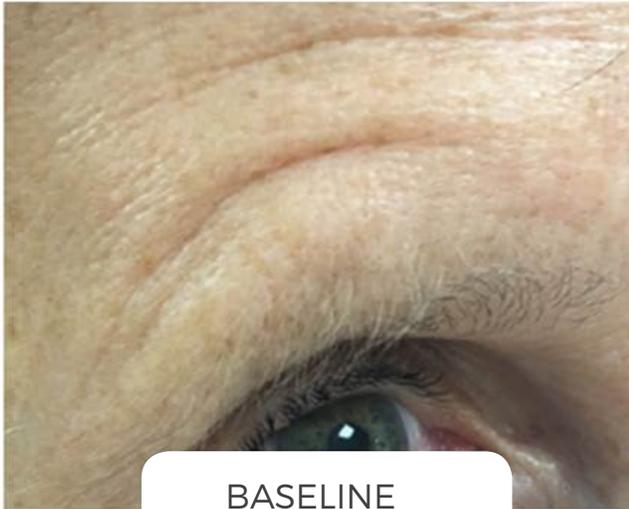
## 6. How effective is Advanced Wri-Lax® as an alternative or enhancer to injectable neurotoxins or filler injections?

In clinical testing, Advanced Wri-Lax® helps plump and smooth the skin's surface and lessen the appearance of otherwise difficult to treat deeper lines and wrinkles. Advanced Wri-Lax® has proven very effective in visibly improving the appearance of lines and wrinkles in over 90% of subjects tested.

Advanced Wri-Lax® was tested on both subjects who had neurotoxin injections, and those who had no injectable treatment. Of the subjects tested, those who had received neurotoxin injections and used Advanced Wri-Lax® noted a pronounced enhancement of the injection effect at lessening the appearance of expression lines, including horizontal forehead lines and neck wrinkles. The subjects tested who had no injectable treatment also saw significant visible improvement in the appearance of expression lines, including a decrease in the appearance of lip lines and a more plumped appearance of the lips.

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# RESULTS OF ADVANCED WRI-LAX®

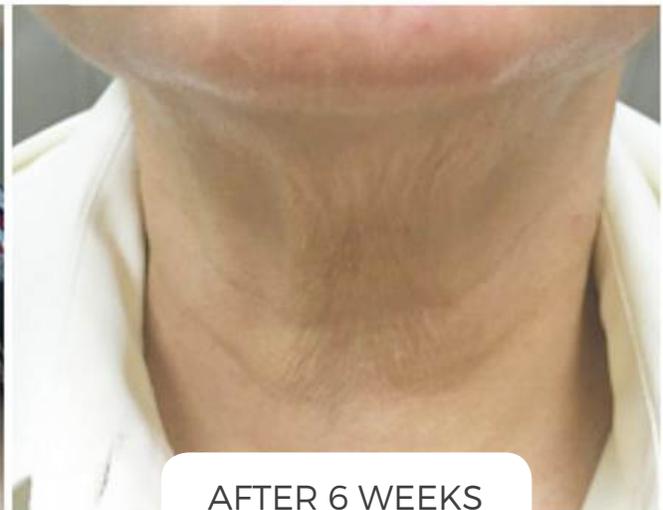
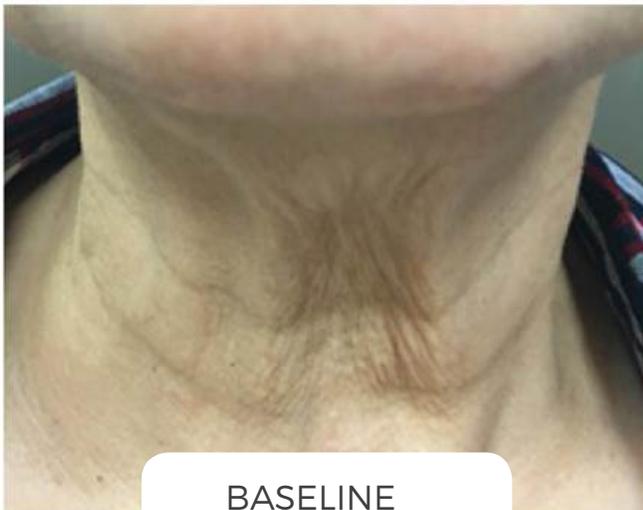


## CASE 1

Horizontal forehead lines too close to the brow line/superior orbital rim to successfully inject showed up to a 50% improvement in depth after 7 days use of the Advanced Wri-Lax® and improvement was enhanced with continued use.

Photos 6 weeks apart.

Tester used Advanced Wri-Lax® twice daily.



## CASE 2

Although neurotoxin injections can be used for aging necks, the dosing range is high, which is not only costly but creates a small risk of causing difficulty swallowing. This 70 year old woman complained of neck wrinkles. The before photo is immediately after only 8 units of Botulinum toxin to neck.

Photos 6 weeks apart.

Tester used Advanced Wri-Lax® twice daily.



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Advanced Wri-Lax<sup>®</sup>: Information Kit

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