

# ULTRA BENEFITS® REACTIVE NITROGEN SHIELD WITH ABF COMPLEX®

Ultra Benefits® is our bestselling anti-aging moisturizer, powered by our advanced ABF Complex®. It combines a unique double action antioxidant with a powerful, yet uniquely photoprotective brightening agent and skin firming peptides.

Within the first 2-4 weeks of use, Ultra Benefits® will lessen the appearance of fine lines and wrinkles, even skin tone, and improve the hallmarks of environmental aging, such as skin dullness, loss of elasticity and lackluster appearance. This formula is safe for all skin types, including sensitive skin.

*Results may vary.*

## Ultra Benefits® – A Comparison

	<i>CosMedical Technologies® Ultra Benefits®</i>	<b>IS Clinical® Moisturizing Complex*</b>	<b>Replenix Power of Three Cream**</b>	<b>Elizabeth Arden PREVAGE® Anti-aging Moisture Cream***</b>
<b>Hydrates</b>	✓	✓	✓	✓
<b>Double action antioxidant protection</b>	✓	✗	✗	✗
<b>Brightens skin via Tyrosinase inhibition</b>	✓	✗	✗	✗
<b>Skin firming peptides</b>	✓	✗	✗	✗
<b>Paraben-content</b>	Paraben-free	Paraben-free	Paraben-free	5 Parabens
<b>Suggested retail price</b>	<b>\$70 (1.7 Oz.)</b>	\$83 (1.7 Oz.)	\$70 (1 Oz.)	\$129 (1.7 Oz.)

\* Source: [http://www.dermstore.com/product\\_Moisturizing+Complex\\_10793.htm](http://www.dermstore.com/product_Moisturizing+Complex_10793.htm) (07/15/2014)

\*\* Source: [http://www.dermstore.com/product\\_Power+of+Three+Cream\\_27129.htm](http://www.dermstore.com/product_Power+of+Three+Cream_27129.htm) (07/15/2014)

\*\*\* Source: [http://www.elizabetharden.com/prevage-anti-aging-moisture-cream-broad-spectrum-sunscreen-spf-30/1001PRVN00071\\_default.pd.html?start=6&cgid=PREVAGE-Day](http://www.elizabetharden.com/prevage-anti-aging-moisture-cream-broad-spectrum-sunscreen-spf-30/1001PRVN00071_default.pd.html?start=6&cgid=PREVAGE-Day) (07/15/2014)

<http://www.skinstore.com/p-17174-prevage-anti-aging-moisture-cream-broad-spectrum-spf-30-by-elizabeth-arden.aspx> (07/15/2014)

## Ultra Benefits® – Reactive nitrogen shield With ABF Complex® FAQs

### 1. What is Ultra Benefits® and what is the ABF Complex®?

Ultra Benefits® is a revolutionary and highly effective medical grade anti-aging moisturizer featuring the advanced ABF Complex®. ABF Complex® incorporates cutting edge ingredients to help reduce the appearance of wrinkles, firm and brighten the skin, and to provide unique protection against environmental aging.

### 2. What are the main actions of the ABF Complex® in this formulation?

a) Double Action Antioxidant: Dimethylmethoxy Chromanol (DMC), the only *double action* antioxidant on the market, protects skin from both oxygen and nitrogen free radical species, providing patients with enhanced protection from environmental damage as well as more intense anti-aging benefits.

DMC:

- ✓ Delivers 11 times the oxygen free radical fighting strength of Idebenone\*
- ✓ Is more effective against oxidative stress\*\* than Resveratrol, Vitamin E, Ferulic Acid and Vitamin C\*\*\*
- ✓ Is photoprotective against UVA
- ✓ Has been shown to help protect human epidermal stem cells from UV-induced aging changes

b) Brightener: the advanced fade ingredient in the ABF Complex® will decrease the appearance of uneven pigment and age spots.

The brightening agent is Dimethylmethoxy Chromanyl Palmitate (DCP), a photoprotective (UVA/UVB) molecule that is 50% more effective at skin brightening than kojic acid.

c) Firming Peptides: unique low molecular weight peptides originating from the far reaches of Antarctica penetrate into the deeper layers of the skin to strengthen collagen. They help lessen the appearance of fine lines and wrinkles and firm the skin of the face and neck.

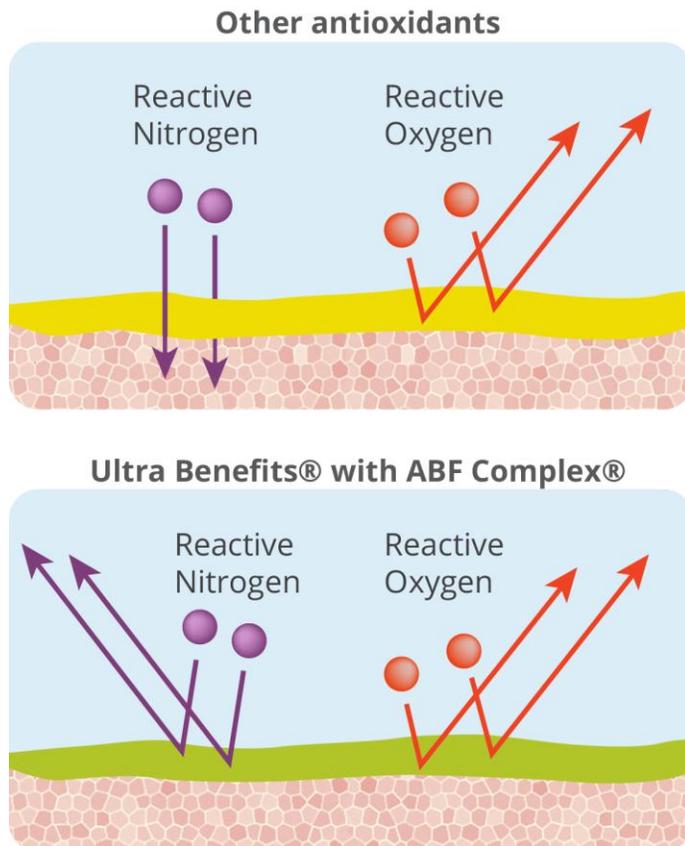
### 3. What are the advantages of using Ultra Benefits®?

- a) Sunscreens only block out about 55% of the free radicals that damage our skin. The other 45% of free radical damage done to our skin can be addressed by antioxidants such as those found in our products. Unique in the marketplace, Ultra Benefits® goes beyond protecting against free radicals caused by sunlight and helps provide protection against other environmental factors as well, such as air pollution.
- b) Brightens skin and evens skin tone, making Ultra Benefits® an excellent moisturizer to help combat post-inflammatory hyperpigmentation.
- c) Firms and hydrates skin with advanced peptides. Ultra Benefits® is recommended for people from age 20 to age 50. For adults with more advanced wrinkling, we suggest you incorporate Ultra Firming Marine or AHA Marine Moisture Crème to reverse the appearance of wrinkles.

\*T-Bar Assay \*\*Oxidative Stress Assay \*\*\* Vitamin C strength measured in Antioxidative Power (AP)

#### 4. Why is Ultra Benefits® called "Reactive Nitrogen Shield"?

Ultra Benefits® is called "Reactive Nitrogen Shield" because one of the most unique properties of the product is that it shields the skin from reactive nitrogen species (RNS). These molecules exhibit a wide array of tissue damaging effects, such as lipid peroxidation, DNA damage, inactivation of enzymes via protein oxidation and nitration, and degradation of hyaluronan.



## Science

#### 5. How does Ultra Benefits® protect against oxygen (ROS) and nitrogen (RNS) free radicals?

The ABF Complex® in Ultra Benefits® contains DMC, a potent antioxidant with a double action. It is both an oxygen and nitrogen free radical scavenger. Free radicals are responsible for several mechanisms that trigger skin aging. They cause irreversible damages in cells and tissues, and they affect organs as well, so they are involved in a great number of diseases.

ROS are the most well-known free radicals, and are generated from endogenous sources as well as all from external pro-oxidant stimuli, such as UV rays. They cause numerous signs of aging, including wrinkles, loss of elasticity, and age spots. Peroxynitrite, a powerful RNS, exhibits a wide array of tissue harmful effects, ranging from lipid peroxidation to DNA damage. Peroxynitrite forms covalent bonds with tyrosine in proteins to form 3-nitrotyrosine. The nitration of tyrosine residues of proteins is an irreversible reaction, which compromises activation/deactivation of enzymes and receptors, compromising certain mechanisms of cellular regulation.

DMC, the antioxidant in ABF Complex® is designed to capture both types of free radicals to help prevent their harmful effects. Moreover, the ABF Complex® antioxidant is the most powerful antioxidant currently on the market measured in Antioxidative Power (AP).

## 6. How does Ultra Benefits® brighten the skin?

The brightening agent in ABF Complex® is the only tyrosinase inhibitor on the market that helps to protect your skin from UV, rather than making the skin sun sensitive. (Note: the two most popular tyrosinase inhibitors on the market are hydroquinone and kojic acid, both of which are potentially UV-sensitizing).

In vitro studies confirm that the ABF Complex® brightener has no cytotoxic effects on melanocytes, keratinocytes, or fibroblasts, and neither has it demonstrated mutagenicity, or any irritation or sensitization reaction. The molecule in ABF Complex® is a completely safe brightening active.

## 7. How does Ultra Benefits® firm the skin?

The combination of active peptides and proteins in Ultra Benefits® helps to restore the collagen levels of the skin. The firming ingredients act in three ways: making collagen, increasing collagen strength, and preventing collagen breakdown.

As skin ages, collagen synthesis decreases and collagen degradation increases, which results in connective tissue damage and loss of the skin's integrity. In vitro tests\* of the actives have demonstrated increases in collagen types I, III, and IV synthesis after just 7 days.

Collagen bundles are responsible for the strength and resiliency of the skin and are formed by the fibrillogenesis process. Fibrils change with age. Their diameter becomes irregular and their distribution becomes less uniform, resulting in reduced skin elasticity and suppleness. The firming ingredients in ABF

Complex® provide better cohesion and stabilization of fibers by helping to maintain a more uniform fibril diameter and spacing.

Thirdly, aging results in glycation in the skin, which causes cross linking of collagen. Intermolecular cross linking results in the loss of elasticity and stiffness of tissues we see in aging skin. ABF Complex® inhibits glycation to protect collagen from cross linking. ABF Complex® further protects collagen from degradation by inhibiting the activity of metalloproteinases MMP-2 and MMP-3.

ABF Complex® acts at three different stages in the life of collagen: it boosts collagen in the synthesis stage, helps organize it during the formation stage and helps to protect collagen from degradation.

\* Collagen levels were assessed using the Dot Blot method on human keratinocytes.

## Using Ultra Benefits® in practice

### 8. When should Ultra Benefits® be applied?

After cleanser and serum steps, apply a sparing amount of Ultra Benefits® onto entire face once or twice a day.

### 9. Is this moisturizer safe for sensitive skin?

Yes. Ultra Benefits® is a gentle moisturizer that does not contain acids, making it suitable for clients with sensitive skin.

### 10. Will Ultra Benefits® make the skin sun sensitive?

No. The ABF Complex® provides excellent photoprotective properties and helps to shield your skin from UVA and UVB.

### 11. For brightening the skin, when would you use Ultra Benefits® instead of Vita-C 20?

Always pretreat skin with a barrier repair serum (Vita Soothe or Lipid Drops) in cases of sensitive skin. In cases of very sensitive skin, rosacea, or pre-existing dermatitis, we recommend Ultra Benefits® as an alternative product, since Vita-C 20 (which contains 20% L-ascorbic acid) may not be tolerated in these individuals.

### 12. How long after a peel can a client restart Ultra Benefits®?

Ultra Benefits® does NOT contain any acids, so you can generally apply Ultra Benefits® the night of a light peel (i.e. CosMed Pro-L 20 Peel or CosMed Pro-G 70 Peel).

For products that do contain glycolic acid (e.g. Dual Action Toner, Ultra Firming Marine), wait at least 24 hours after a light peel or wait until all redness is gone from the client's skin.

If the peel is TCA or after the CosMed ReJuvePeel, you will want to apply only Vita Soothe and Replenishing SPF 36 or Daily Replenishing SPF 30+ until the crusting is completed. In these cases you would not apply Ultra Benefits® until all light crusting has fallen off.

### 13. Why doesn't Ultra Benefits® contain any sunscreen ingredients?

We recommend using Ultra Benefits® twice daily, once in the morning and again at bedtime. We have not added any sunscreen ingredients to this product, so that your skin is not exposed to unnecessary sunscreen agents when you will not be in the sun. When going out in the sun after using Ultra Benefits®, we recommend using an additional product after applying Ultra Benefits® that will give the necessary sun protection needed such as Daily Replenishing SPF 30+ or Replenishing SPF 36, depending on the amount of sun exposure expected. Always remember to reapply your sunscreen as needed to maintain protection against harmful sun damage.