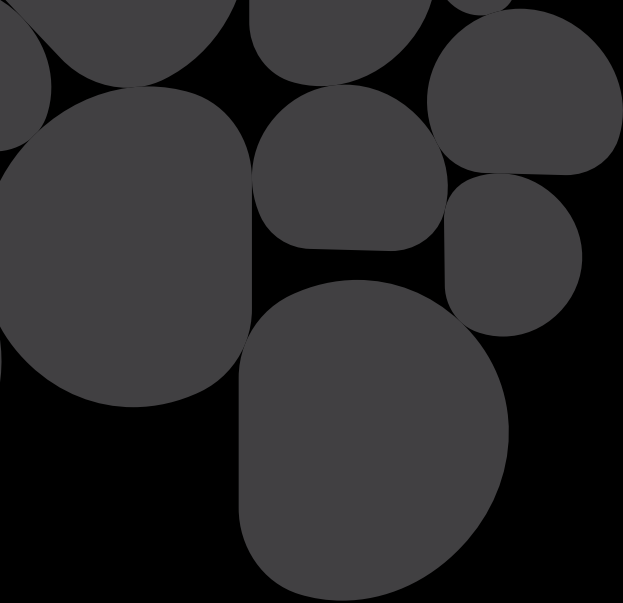


**PRIORI**<sup>®</sup>  
SKIN DECODED

PRIORI | EDUCATION





## PRIORI | SKIN DECODED

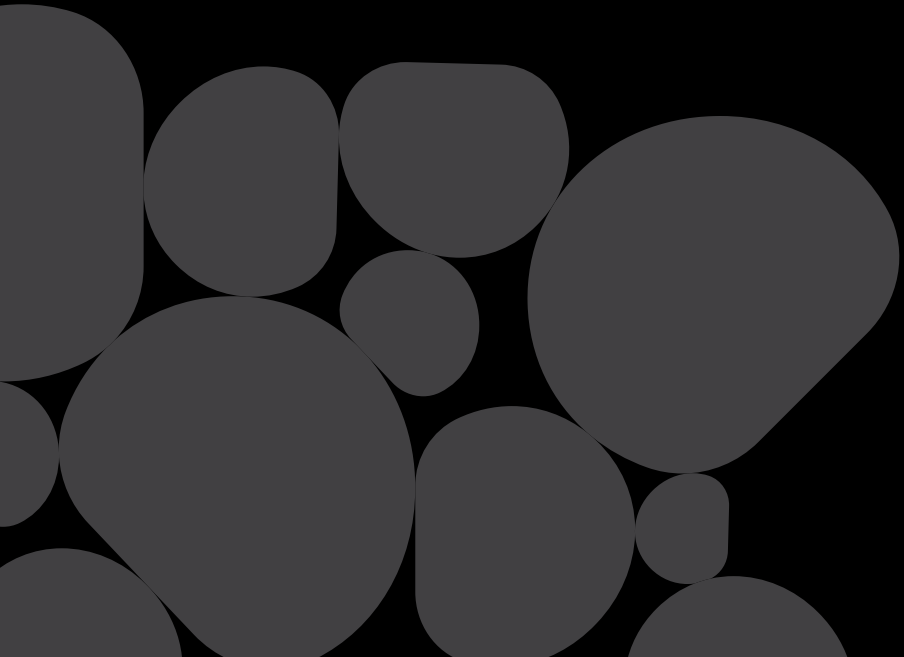
PRIORI Skincare recognizes that your skin is an intricate communication system. With that in mind, all PRIORI products are formulated to read your skin, decoding its need for replenishment, hydration, protection and recovery. The products then respond, with actives and delivery systems to meet your skin's needs - now.

PRIORI is personalized skincare; individualized and in 'real-time'.

**Its called Adaptive Skincare.**



MODULE 1  
**THE BASICS**



## PRIORI HERITAGE

---

DEVELOPED BY THE WORLD'S LEADING COSMECEUTICALS RESEARCH SCIENTIST

---

### Created in 2005 by Joe Lewis, renowned cosmeceuticals innovator

- Launched the first Glycolic (AHA) product in 1983
- Introduced and patented Idebenone (antioxidant / brightening)
- Triple Lipopeptide Complex (eyelash growth)
- Botanical Complex (antioxidant / brightening)

### Joseph A. Lewis has been retained by PRIORI as our 'Science and Innovation Advisor.'

PRIORI's history has evolved from its inception as a forward leaning skincare brand with cutting edge ingredients, to its current day incarnation, helmed by a talented team of skincare industry veterans, as a brand that respects the need for every person to be recognized and treated individually-appealing to all ages, skin types and conditions. This advanced approach uses the latest bio-technology to respond to skin chemistry, environment, nutrition and genetics.

*Now available to both professionals and consumers, PRIORI Skincare's Adaptive products brings ideal skin to every consumer, individually.*

## ADAPTIVE SKINCARE

### What is Adaptive Skincare?

Formulated with a clear understanding of skin biology and the changes influenced by physical well-being, environment and daily variables, all PRIORI products feature multi-layered ingredient technology that provides the perfect balance between essential skin nutrients and advanced actives. This science-based approach enables your skin to pull exactly what it needs, exactly when it needs it so that you can expect maximum benefits resulting in your ideal skin. This is **Adaptive Skincare**.



## THE SKIN

### The Skin You're In

Lets face it, we are covered in it!

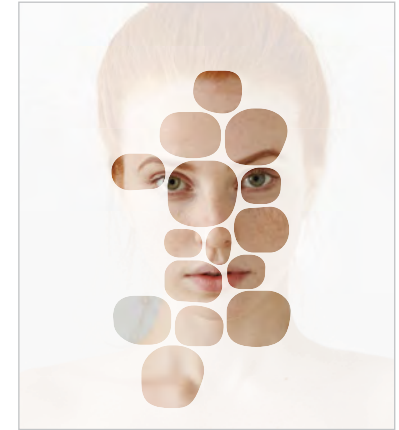
In fact approx. 2sq metres of it (21.5 Sqft). Just about 4mm at its thickest point and weighs in total about 4kg (8.8 lbs) or 7% of your total body weight.

It protects your internal organs, lets your body breathe and helps protect from infections and bacteria. However, your skin is your body's largest organ with a massive job to do.

Protection aside, it performs a number of exchange functions. There is a major point separating this organ from all the other organs of our body: **"External Display" - Your skin is always on show.**

We are remarkable and your skin knows exactly how it needs to work, absorb, protect, normalize and eliminate but with modern day, environment and all the aggressors we now have to contend with we simply overwhelm the skin. It needs support.

Our concerns these days are sometimes superficial and demanding; we want to look great – all the time! Clear, smooth, glowing, youthful skin – our reflection to the world – we therefore need a smart skincare system designed to adapt to the specifics thrown at our skin on a daily basis. All of us: men, women and all age groups.



### Function

Your skin is your protective barrier to external substances such as bacteria, foreign bodies, UV and chemicals.

It will also regulate your heat, send pain signals and safeguard you from injury. It's remarkably clever offering you built-in antioxidants - such as co-enzyme Q10, sunscreen - in the form of melanin and even give you DNA repair enzymes to protect your DNA.



NOTES:

## CONSTRUCTION

### 3 KEY LAYERS:

- Epidermis (Top)
- Dermis (Middle)
- Hypodermis (bottom)

### Epidermis

This active, highly metabolic layer is where your pigment and cells are ‘manufactured.’

The very outer section of this layer is called the STRATUM CORNEUM (SC).

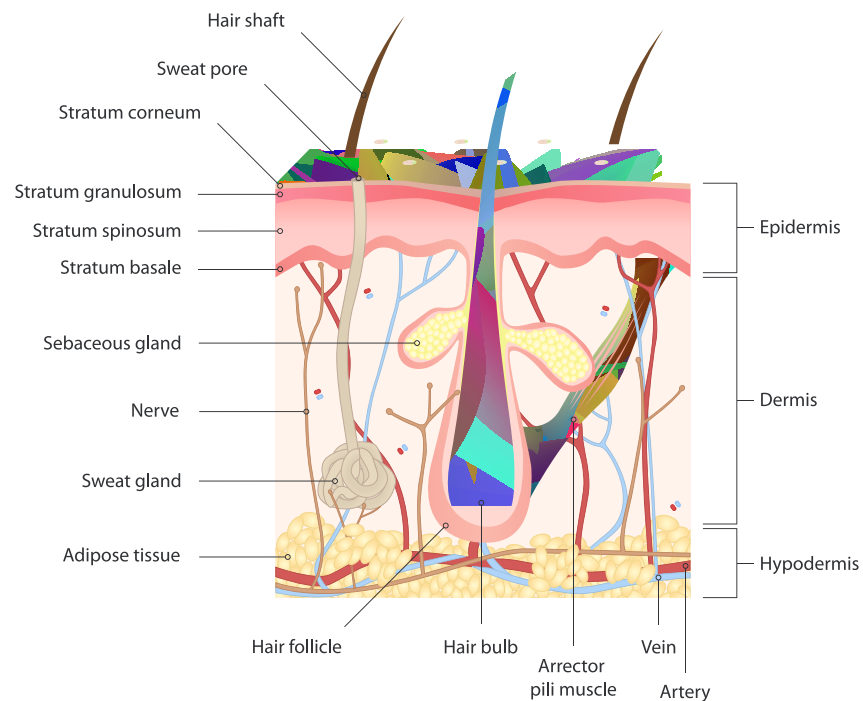
This is what you see when you look in the mirror. The SC is made up of layers of dead skin cells – anywhere between 10-23 layers of dry, flat cells held together by a ‘cement’ creating a wall of fatty compounds such as lipids, ceramides, sebum and peptides.

The main objective of any good skin routine is to keep this wall as intact as possible. However, the SC is easily damaged by sun, environment and by products used.

This area is key to understanding and ‘decoding’ skin. As cells push up from the lower epidermis, dead cells are invisibly shed from the surface, but age, environment and damage can keep these dead cells on top therefore not giving the best ‘canvas’ to the products you apply to the top of your skin. This is a main reason why we love to use skin-loving AHA’s (Alpha Hydroxy Acids) to keep this area of skin in tip top shape; ready for action. More on that later!

Additionally, we house melanocytes in the epidermis, which produce the skins’ built-in pigment and sunscreen protection; **melanin**. Melanin is made in response to UV. It travels into cells to form a physical ‘umbrella’ over the nucleus to protect it from sun damage. Additionally, it’s a fabulous antioxidant too!

## Anatomy of Human Skin



NOTES:

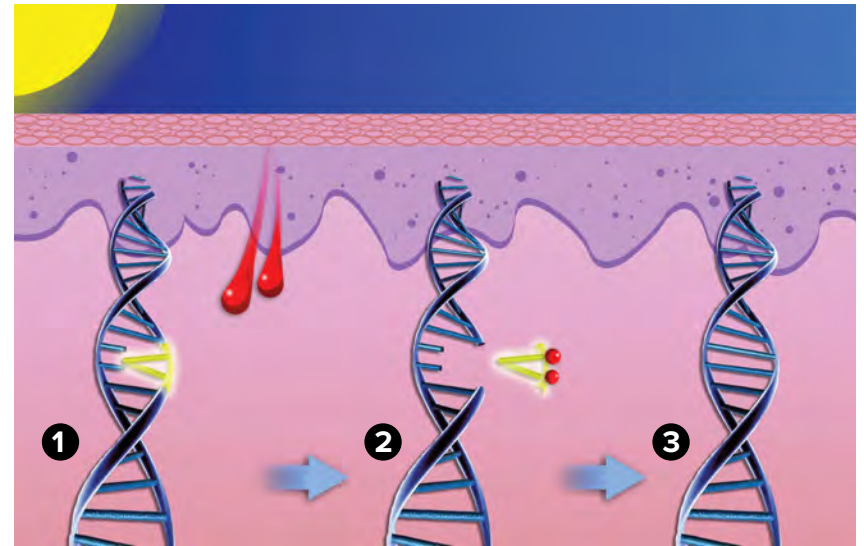
## CONSTRUCTION

### DNA Enzymes

Another key skin ingredient essential to maintaining your skin health is DNA Repair Enzymes.

All day, every day up and down your DNA strand runs DNA repair enzymes. They have the job of reacting quickly to DNA damage, replacing and repairing the DNA strand whilst rapidly keeping the skin protected. But this is an additional area of skin damage that needs assistance in order to create normalized, protected skin - essential for skin health. The DNA enzymes simply cannot keep up with the demand of modern life, we were not biologically made to take so many insults to our skin that modern day throws at us.

We realize that this is an area of skin routine management that could do with some help, so we give huge respect to this understanding of skin research and use key DNA enzymes within our adaptive skincare products to help 'assist' this natural process.



- 1 DNA damaged by free radicals
- 2 DNA repair enzymes excise the damage
- 3 DNA returned to healthy normal state



NOTES:

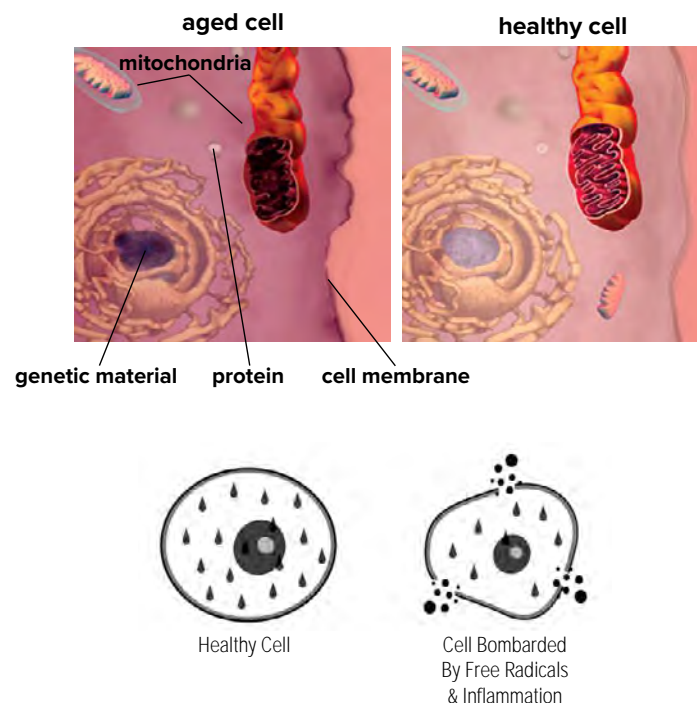
## ANTIOXIDANTS & FREE RADICALS 101

Just a basic understanding of these key processes will allow you to understand about decoding skin needs and requirements. Both free radicals AND antioxidants are made in the human body. They are not merely 'skincare ingredients.' Remember, the human body is very clever. We at PRIORI have a deep understanding of skin biology which enables us to incorporate the most effective ingredients to effectively create your ideal skin.

- All forms of external aging, and even some forms of internal aging, are driven by one common pathway to cell damage – oxidative stress. 'Oxidative stress' is damage caused to cells by highly reactive, oxygen-based, free radical molecules.
- Free radicals damage our cells continuously, literally every day.
- Free radicals can damage our DNA and impair its ability to function and signal cells leading to dysfunctional cell messaging.
- Free radicals cause severe damage to our mitochondria, which are responsible for making energy that runs the metabolism in our body.
- Mitochondria are especially susceptible to free radical damage, because the very process of making cellular energy *creates* toxic free radical by-products that damage the mitochondria.
- Most age-related disorders of the human body can be directly linked to mitochondrial dysfunction, due to accumulated free radical damage.

Ultimately, free radical damage on a full body scale will destroy life, we will 'oxidize to death.' So think of this, if all this happens internally, the human body had to come up with mechanisms to counteract this free radical damage...right?

### FREE RADICALS, MITOCHONDRIA & CELLULAR DAMAGE – "AGENTS OF AGING"



NOTES:



## Antioxidants – Molecules And Compounds That Inhibit Free Radicals

The incredible self-defense built-in system of producing antioxidants in the human body means the body is able to fight off and neutralize most of the destroying free radicals, protecting the cells and body for longer.

Typical antioxidants and enzymes we will make in the human body are:

- Co-Enzyme Q10
- Super Oxide Dismutase
- Glutathione
- Vitamin D

### Antioxidants' Role in Adaptive Skincare

Antioxidants are **CRITICAL** in smart skincare, as they provide two very important functions:

1. Antioxidants **CORRECT** by neutralizing toxic free radicals before damage occurs. The body's natural antioxidant defense systems decrease with age. The neutralization of free radicals by antioxidants can provide the perfect environment for cells to catch up and repair themselves.

2. Antioxidants **PROTECT** by providing a topical skin protection against free radicals from our environment. Sunscreens are **NOT** antioxidants, sunscreen is NOT enough.

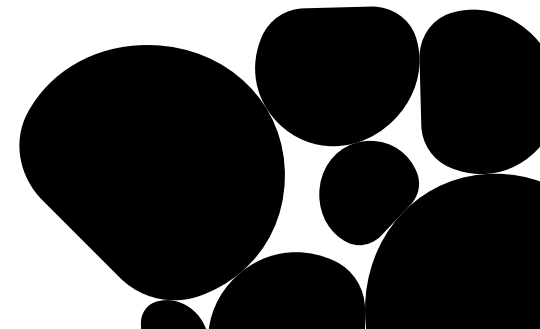
### So what do we know?

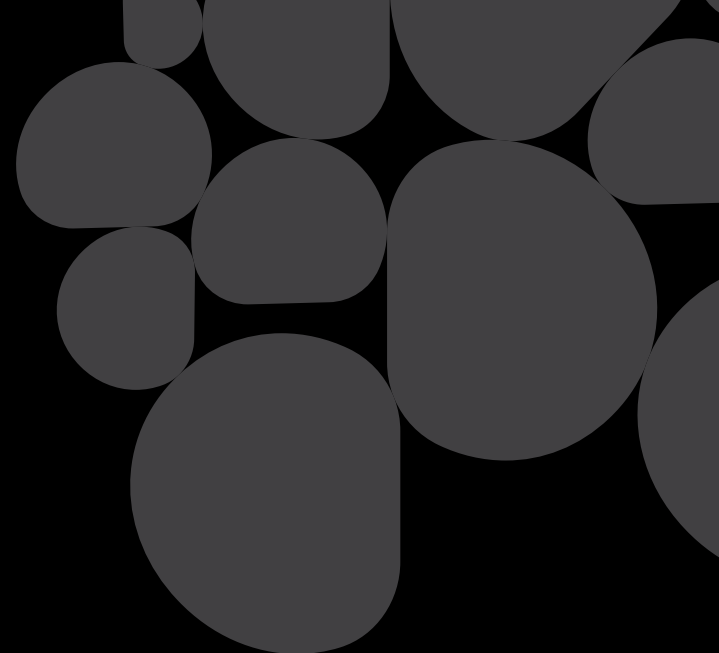
- We know the skin needs antioxidants such as CoQ10, SOD and vitamins.
- We know the skin needs DNA repair enzymes to stay healthy.
- We know we need to keep the stratum corneum intact to keep the skin healthy and normalized.
- We know AHA's, especially lactic acid, can normalize exfoliation, but critically, can improve the natural hyaluronic acid content of the skin.
- We know about skin metabolism.
- We know SPF is NOT enough!

*If we know all this, it is our duty to bring to you the answer to this checklist: PRIORI Skincare – Adaptive Skincare that can decode your skin and improve it in real time!*



NOTES:





MODULE 2

# ADVANCED BIOTECH INGREDIENTS



## THE SCIENCE BEHIND OUR BRAND

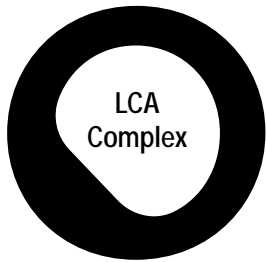
At PRIORI we use skin-mimicking ingredients to allow the skin to fully function, as it should. Using cosmeceutical skincare ingredients to assist the skin to correct, renew, normalize and improve helping us achieve smart skincare results for all skins, men as well as women and all ages groups.

### Logic + Science

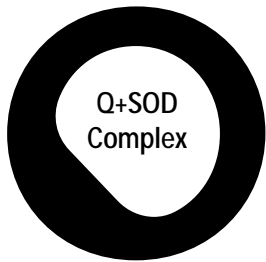
We choose to use a sequence of intelligent ingredients known as skin complexes within PRIORI Skincare.

### What is a complex?

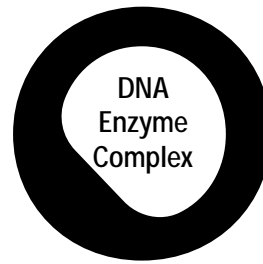
A 'super-hero' skin ingredient. We synergize more than one active ingredient with other ingredients to offer the skin multiple, superior results increasing its adaptive quality and properties.



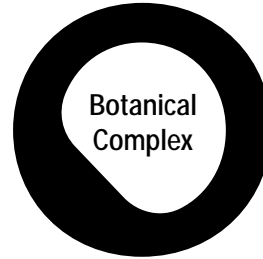
- 1. WHAT IS IT?** pH balanced Lactic Acid – AHA PLUS Vitamins A, C, E & Pro Vit A.
- 2. WHAT DOES IT DO?** Offers skin superior, damage-free exfoliation, hydration + normalization to all skins and conditions. Prepares the skin for best results, whilst increasing the natural hyaluronic response in the skin. Improving hydration, texture, volume and condition. Additionally, includes the antioxidant properties of Vitamins A,C,E and pro Vit A.



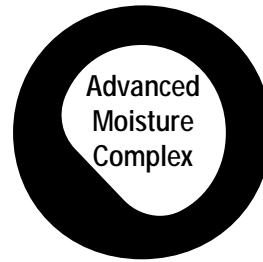
- 1. WHAT IS IT?** Highly concentrated SOD (Super Oxide Dismutase) plus CoQ10.
- 2. WHAT DOES IT DO?** Ultimate antioxidant protection for modern day skin needs. Working to mimic how these natural-to-skin antioxidants work within our skin to offer supreme correction and protection to our cells, without any sensitivity. Neutralize at the mitochondria of our cells.



- 1. WHAT IS IT?** 3 all natural sources of DNA repair enzymes that mimic how the ones found in our skin work. Sources are: blue/green algae, microbe and mustard seed extract delivered via a liposome.
- 2. WHAT DOES IT DO?** Acts just as our skin DNA enzymes would; cut out and repair damage done to the skins' DNA. Leaving the skin able to function correctly neutralizing damage. The ultimate 'insurance policy' ingredients for your skin.



- 1. WHAT IS IT?** An amazing broad spectrum of protection from 6 raw ingredients from nature, that when combined together give us more than 30 antioxidants in one hero ingredient.
- 2. WHAT DOES IT DO?** Offers the skin over 30 antioxidants and polyphenols working in a broad-spectrum cover for the skin. Ultimate daytime shield and repair plus protection – flooding the skin with natural anti-inflammatory, brightening, de-pigmenting and antioxidant benefits.



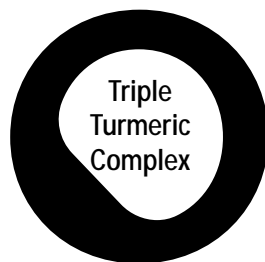
- 1. WHAT IS IT?** Glycerin, Sodium PCA, Trehalose & Sodium Hyaluronate all in one advanced moisturizing complex.
- 2. WHAT DOES IT DO?** This complex has an intense hydrating activity both short and long term (up to 24 hours) in the skin. Addresses different causes of dry, dehydrated conditions, barrier components reduce transepidermal water loss (TEWL) and moisture-locking ability binds moisture to the skins' surface.



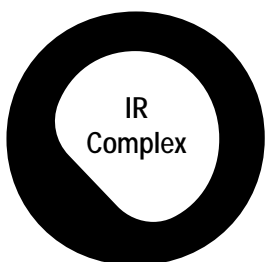
NOTES:



- 1. WHAT IS IT?** Allantoin Glycyrrhetic Acid, Bisabolol & Sucrose Cocoate blended together into one hero ingredient to soothe skin.
- 2. WHAT DOES IT DO?** Allantoin - an anti-inflammatory / anti-irritant agent with moisturizing, soothing and conditioning properties. Bisabolol: is derived from Chamomile - anti-inflammatory/ anti-irritant agent with skin soothing properties. Sucrose Cocoate: natural hydrophilic emollient & moisturizer made of coconut fatty acid – anti-irritant, moisturizing and lipid replenishment properties.



- 1. WHAT IS IT?** A colorless compound of 3 different turmeric actives, PLUS Green Tea, Grapeseed & Licorice in one 'all-natural' potent, POWERHOUSE ingredient.
- 2. WHAT DOES IT DO?** Has dramatic antioxidant, anti-inflammatory, anti-redness benefits with skin whitening ability as well as tyrosinase inhibitor which is perfect when treating pigmentation.

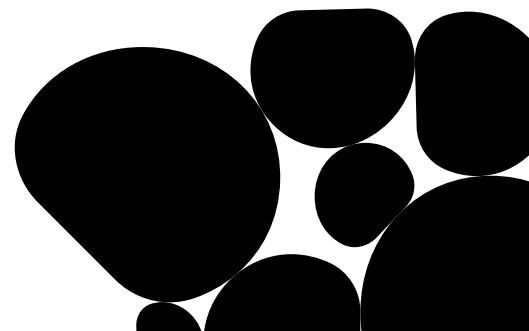


- 3. WHAT IS IT?** An exclusive specific complex consisting of Carnosine (Dipeptide scavenger) Soliberine (Butterfly Bush plant) & Sepia Melanin (squid's ink, naturally high source of melanin).
- 4. WHAT DOES IT DO?** Carnosine reduces IR-A induced cellular damage by 96% antioxidant, Soliberine, otherwise known as the Butterfly Bush scavenges the effects of UV, blue light and IR light antioxidant and anti-inflammatory & Sepia Melanin comes from squids ink and has a strong antioxidant effect and a capacity to absorb UV and IR radiation preventing harmful cell damage.

*This exclusive complex is found in the PRIORI Tetra product.*

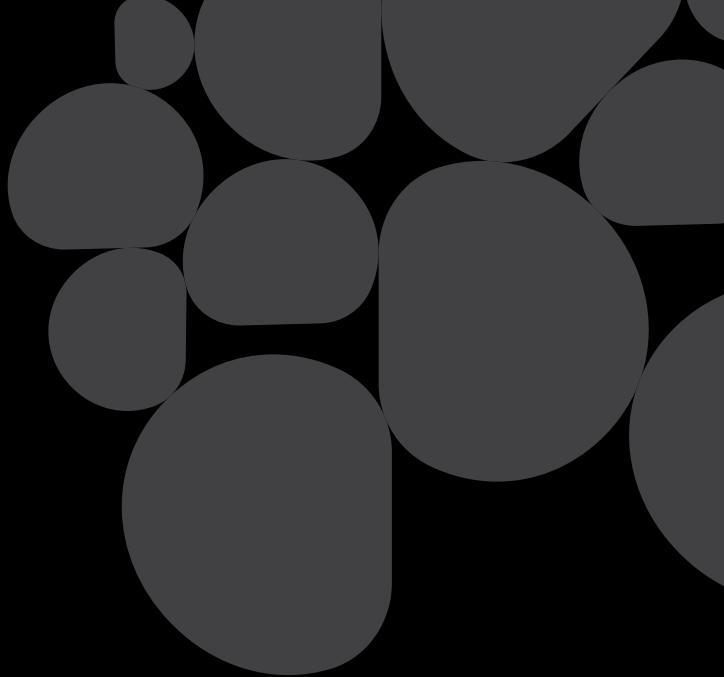


NOTES:



## PRIORI INGREDIENT COMPLEX PRODUCT CHART

	Q+SOD COMPLEX	LCA COMPLEX	BOTANICAL COMPLEX	ANTI-IRRITANT COMPLEX	ADVANCED MOISTURE COMPLEX	DNA ENZYME COMPLEX	I.R. COMPLEX
LCA fx110 Gentle Cleanser		○		○			
Q+SOD fx210 Active Cleanser	○						
LCA fx120 Gel Perfector		○					
Q+ SOD fx 220 Brightening Serum	○						
LCA fx121 Skin Renewal Crème		○					
DNA fx221 Recovery Serum						○	
LCA fx130 Eye Serum		○					
Q+SOD fx230 Eye Crème	○						
LCA fx140 Barrier Restore Complexe		○		○			
Q+ SOD fx240 Moisturizing Crème	○				○		
LCA fx141 Hand and Body Replenisher		○					
TETRA fx250 Broad Spectrum SPF 50						○	○
LCA fx160 2xfoliant Peel+Scrub		○		○			
LCA fx161 Hydrofill Masque		○					
Minerals fx351 to 355 Broad Spectrum SPF 25			○				
Minerals fx350 Uber Finishing			○				
Multi-Layer Peel Gel (PROF)		○					
Superceutical Peel Gel (PROF)	○						



## ADDITIONAL LEARNING



## IMPROVED SUPERCEUTICAL TECHNOLOGY

### “Q+SOD”

As antioxidant pioneers, PRIORI remains at the forefront of innovation in antioxidant technology. A key area of innovation is in understanding mitochondrial-targeted, broad-spectrum antioxidant use.

One size does not fit all – To develop truly adaptive skincare, we needed to develop adaptive compounds, which are associations of molecules that work together and complement each others through different pathways and mode of actions. Science and efficacy moves to a new level. One antioxidant working alone cannot compete with two key antioxidants offering a far more broad-spectrum of coverage for the skin.

The new broad-spectrum upgrade ‘Power Superceutical’ is here.

### Co Enzyme Q10 + SOD (Superoxide Dismutase) 1+1 = 10!

2 antioxidants found in the mitochondria of our cells. Both are produced within our body, so have a natural affinity in our skin as opposed to bioengineered antioxidants, meaning greater compatibility, tolerance and very stable for skincare use.

- Better tolerability - No skin irritation more clients can use it, natural to human skin
- More Stable - No Yellow-ing
- A more sophisticated way to deliver CoQ10 to the skin for good penetration
- Upgrade - 10X concentration in SOD than previous PRIORI Skincare range
- Acts on evening-out skin pigmentation
- Broader consumer reach: not bright yellow, no adverse events, very stable formula Skin does not have to “adjust” to product strength anymore and can focus on repair and results
- Same level of results: SOD and CoQ10 boost antioxidant capacity offering broader antioxidant spectrum of cover, however with less irritation and yellowing
- Inhibits UVA induced depletion of MMP (mitochondrial membrane protection)
- Bolsters DNA & Hyaluronate synthesis



NOTES:

## GETTING TO KNOW YOU – UNDERSTANDING THE ACTIVE INGREDIENTS

### CO ENZYME Q10 - 101

First of all, a 101-crash course in some things you need to know about this ingredient.

The Q in the name refers to the Quinone group, while the 10 is the number of isoprenyl subunits in its tail. At this very moment, you have a little CoQ10 in every cell of your body. It's needed for life. Not only for humans, but just about all living organisms small and large. So why isn't it an essential vitamin? Because we produce it internally.

We also get a little from natural food sources of CoQ10. However even if you ate the foods with the highest amount you would only be getting a few milligrams per day. That's why hear you so much about supplements. The processes of aging and photoaging are associated with an increase in cellular oxidation. This may be in part due to a decline in the levels of the endogenous cellular antioxidant coenzyme Q10 (ubiquinone, CoQ10). Therefore, investigations were carried out to identify whether the topical application of CoQ10 has the beneficial effect of preventing photoaging.

The following points were identified:

- It was demonstrated that CoQ10 penetrates into the viable layers of the epidermis and reduced the level of oxidation measured by weak photon emission.
- A reduction in wrinkle depth following CoQ10 application was also shown.
- CoQ10 is effective against UVA mediated oxidative stress in human keratinocytes in terms of thiol depletion, activation of specific phosphotyrosine kinases and prevention of oxidative DNA damage.

- CoQ10 was also able to significantly suppress the expression of collagenase in human dermal fibroblasts following UVA irradiation. These results indicate that CoQ10 has the efficacy to prevent many of the detrimental effects of photoaging.
- CoQ10 was able to inhibit tyrosinase activity, resulting in reduced melanin content in B16 cells. Thus, CoQ10 may have potential depigmentation effects for skincare.



Topically applied Q10 can penetrate the skin, is metabolically transformed, exerts antioxidant effects, and can support the maintenance of cellular energy levels. These effects are not only beneficial for the aged population suffering from a Q10 deficit but also to replenish the Q10 level in skin which is lost over time. People of all ages can benefit from regular treatment with Q10-containing formulas to cope more effectively with short-term insults inflicted by UV irradiation and stress to foster long-term anti-aging effects for their skin.

- Improved delivery of CoQ10 into the skin; HQ attached to a long fatty.
- CoEnzyme Q10 represents an endogenously synthesized lipid-soluble antioxidant, which is crucial for cellular energy production but is diminished with age and under the influence of external stress factors in human skin.

*Mechanisms of inhibitory effects of CoQ10 on UVB-induced wrinkle formation in vitro and in vivo*  
 Authors: M. Inui, M. Ooe, K. Fujii, H. Matsunaka, M. Yoshida, M. Ichihashi  
 Published Date 2008



NOTES:



## SOD: SUPER OXIDE DISMUTASE - 101

An enzymatic antioxidant well known for its role in neutralizing the superoxide free radical. Unlike conventional antioxidants that are consumed as they scavenge destructive oxygen species, enzymes remain intact after the reaction.

When using enzymatic antioxidant protection, long lasting antioxidant benefits may be obtained with lower levels of actives.

### SOD:

- Protects against damaging effects of the environment
- Reduces UV induced Erythema/redness
- Protects Against Lipid Peroxidation/degradation of lipids (fats) in the cells
- Neutralizes the Superoxide Radical (free radical)
- SOD is an enzymatic AO that catalyzes millions of reactions!

SOD has the ability to enhance sunscreen products and protect against the damaging effects of the environment. These effects increase the amount of free radicals the body encounters. SOD is a free radical scavenger,

balances out the number of excess radicals, ultimately protecting the skin from unnecessary damage. SOD soothes the skin and helps combat against photoaging, leaving the skin looking healthy, radiant and translucent. It also helps with anti-inflammatory effects in the skin.



NOTES:

## BOTANICAL COMPLEX - 101

Botanical Complex – a unique blend of botanical extracts that offers the most diverse profile of plant antioxidants found in the cosmetic industry. With a more diversified antioxidant profile, Botanical Complex offers a wider spectrum of free radical scavenging capacity and synergistic effect.

### Why “Broad Spectrum” Antioxidants?

#### Remember: Free Radicals are “Agents of Aging.”

We have heard of “broad spectrum” sunscreens; now we apply the same logic when using anti-aging antioxidants on the skin. One antioxidant cannot offer all forms of protection on every level of the skin and cells; this protection leads to direct visible skin results. No single antioxidant protects the entire body.

Broad spectrum antioxidants provide the best possible protection against free radical damage. We need various antioxidants, all doing different jobs to protect our skin in more ways than one – a synergistic blend to offer high protection.

A single antioxidant exposed to a free radical may become a free radical itself. Multiple antioxidants can provide continual neutralization until the free radical is totally neutralized.

### Botanical Complex - Broad Spectrum Antioxidant Blend

Botanical Complex is a powerful, potent anti-aging skincare complex based on a combination of plant extracts derived from fruits and spices that maximizes antioxidant polyphenol and flavonoid diversity. It provides a broader, free radical scavenging, oxidative stress protection capacity when compared to any single source plant derived extract and offers a synergistic combination of antioxidants.

A synergistic combination of: **Cocoa, Turmeric, Grapeseed, Green Tea, Acai and Chlorogenic Acid** - 6 plant actives combined together to create one ‘super-hero’ antioxidant molecule. More than 30 antioxidants in one ingredient, from a blend of 6 plant extracts.



NOTES:

## BOTANICAL COMPLEX™ Broad Spectrum Antioxidant Blend

**CHLOROGENIC ACIDS** (*purified from Eucommia*)  
may include pyrogallol, protocatechuic acid and coumaric acid.

- Ferulic, Quinic and Caffeic Acids are derived from Chlorogenic Acids, which are the parent compound.
- Chlorogenic Acids are the most health beneficial polyphenol antioxidant found in coffee.
- Potent depigmenting compound related to hydroquinone.
- There are numerous published articles on the health benefits for heart disease, diabetes, weight loss, and others.
- Anti-bacterial properties make it ideal for preventing acne formation due to bacterial infection.
- Powerful anti-aging antioxidant.



**GREEN TEA** (*Camellia Sinensis Leaf Extract*)<sup>2</sup>  
*catechins, epigallocatechin gallate (EGCG), epigallocatechin (ECG), epicatechin gallate (ECG), epicatechin (EC), kaempferol, quercetin, myricetin, vitamins B, C, E, gallic acid, chlorogenic acids and caffeic acid.*

- The complex compounds in tea provide the same protective effect for skin as for the internal organs.
- They have shown to modulate biochemical pathways that are important in cell proliferation and inflammatory responses.
- Green tea has been shown to have anti-inflammatory and antioxidant effects in human skin.



**GRAPE SEED** (*Vitis Vinifera Seed Extract*)  
*resveratrol, catechins, anthocyanins, oligomeric proanthocyanidins (OPCS), tannins, vitamin E.*

- Contains chemical components such as polyphenols, flavonoids, etc., all of which are very potent antioxidants.
- Helps to diminish the sun's damaging effects and reduce free-radical damage.
- Grape seed extract has also been shown to have wound-healing properties.
- When combined with other antioxidants, topical application of resveratrol reduces biomarkers in the skin that are responsible for skin cancer.
- Resveratrol is a natural compound called a phytoalexin, antimicrobial and antioxidative substances synthesized by plants when they are subjected to stress.



**TUMERIC** (*Curcuma Longa Root Extract*)  
*curcuminoids*

- Documented as antiseptic and antibacterial.
- It has been used for its medicinal value since 1900 BC in India.
- Tumeric paste – applied to burn victims to prevent skin infections.
- The most important component of tumeric is curcumin. A lot of clinical tests have shown curcumin to have antioxidant, anti-arthritis, anti-amyloid, anti-ischemic, and anti-inflammatory properties.



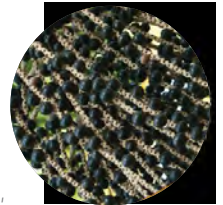
**COCOA** (*Theobroma Cacao Seed*)  
*catechins, proanthocyanidins, and tannins*

- The polyphenols present in cocoa occur in considerable quantities. Both catechins and procyanidins are particularly powerful antioxidants with a very broad function.
- Through their antioxidizing function, both compounds provide a pronounced contribution to strong, elastic connective tissue.
- Connective tissue is an important component, especially in skin and blood vessels. With age, the quality of connective tissue decreases.
- This aging process is further accelerated by air pollution, smoking and sunlight. These all produce free radicals, which increase aging of the connective tissue, among other things.
- Both catechins and proanthocyanidins protect us against the influence of these free radicals.



**ACAI** (*Euterpe Oleracea Fruit Extract*)  
*anthocyanins, proanthocyanidins, homoorientin, orientin, taxifolin, vitamin E, vitamin B, resveratrol, isovitexin*

- This super-berry extract is enriched with flavanoids, which fight inflammation, together with essential amino and fatty acids to help regenerate skin cell growth and phytosterols to preserve collagen.
- As well as being enriched with antioxidants, the inclusion of Acai berry in the Botanical Complex™ means that it contains phytonutrients, vitamins and minerals to help promote skin cell health.



NOTES:

## DNA REPAIR ENZYMES - 101

DNA repair enzymes are naturally found within our skin.

All day, every day they run up and down our DNA strand neutralizing damage and returning our DNA back to a state of 'normality'.

Unfortunately as we age or with damage we don't have enough DNA repair enzymes to keep up with the demands for our skin, so now there is a way of utilizing DNA Repair Enzymes within skincare and the great thing is – they come from natural sources!

**DNA Repair Enzymes** used within PRIORI Skincare have been shown to diminish the effects of harmful UV radiation and the appearance of fine lines, wrinkles and uneven skin pigmentation, and to help reverse cellular DNA damage. Using a specific engineered liposome delivery system, DNA fx221 Recovery Serum delivers powerful DNA repair enzymes to the skin. This specific combination of enzymes promotes self-healing to improve the appearance of skin.

**DNA fx221 Recovery Serum** provides the cells with extra DNA repair enzymes that work differently from antioxidants for enhanced cellular repair and faster anti-aging correction benefits. Think of this as resetting the 'factory settings' of our cells.

**DNA fx221 Recovery Serum** utilizes three different natural liposome encapsulated DNA repair enzymes to help cells repair damage, plus key antioxidant and anti-inflammatory ingredients for skin soothing and calming, and superior skin moisturizing.

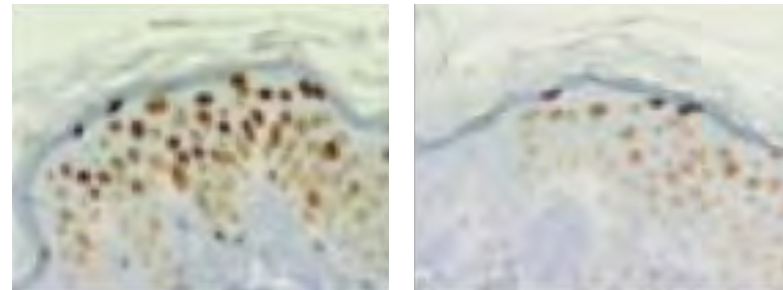
Adding DNA repair enzymes and antioxidants together within a skincare routine are essential to skin health and will compliment, boosts and enhance results. This is because DNA repair enzymes repair free radical damage after occurrence, whereas antioxidants combat free radicals to prevent damage before it occurs:

**Liposome Encapsulated Natural DNA Enzyme Complex™** from botanical and microbial sources:

**Ultrasones:** excise damaged lesions and repair cells  
(Micrococcus lysate - **MICROBE**)

**Photosomes:** helps to carry out excision repair of damaged cells  
(Plankton extract - **ALGAE**)

**Roxisomes:** helps reverse oxidative damage to nuclear and mitochondrial DNA (Arabidopsis thaliana extract, mustard seed - **PLANT**)



Left: Post-UVB burn with no DNA repair enzymes; photo taken after 6 hours.

Right: Post-UVB burn, application of DNA repair enzymes; photo taken after 6 hours

Proof that DNA Repair Enzymes can 'mop up' damage that WAS there 6 hours previous.

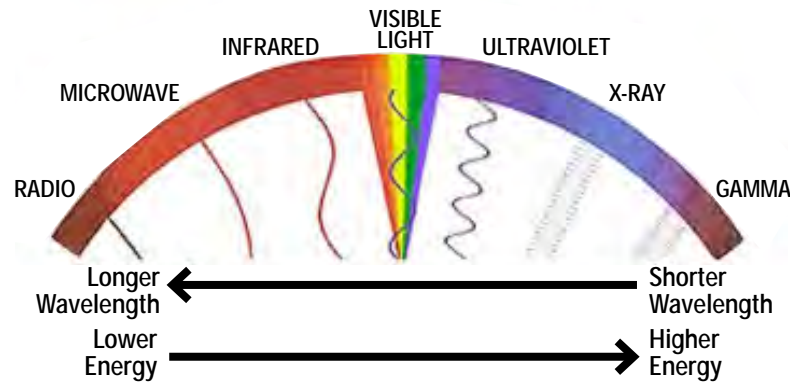


NOTES:

## SUNSCREENS 101 - UVA, UVB & IR

- Sunscreen only stops between 45% and 55% of free radicals induced by UVA radiation.<sup>1</sup>
- Most people apply only 25-50% of the recommended amount of sunscreen.<sup>2</sup>
- Slightly more than half of the energy from the sun arrives on earth in the form of infrared radiation.<sup>3</sup>

**Infrared A penetrates the skin deeper than UVA/UVB causing free radical formation and accelerated skin aging.**<sup>4</sup>



UV radiation is part of the electromagnetic (light) spectrum that reaches the earth from the sun. It has wavelengths shorter than visible light, making it invisible to the naked eye.

These wavelengths are classified as UVA, UVB, or UVC, with UVA the longest of the three at 320-400 nanometers. UVA is further divided into two wave ranges, UVA I, which measures 340-400 nanometers and UVA II which extends from 320-340 nanometers.

UVB ranges from 290 to 320 nm. With even shorter rays, most UVC is absorbed by the ozone layer and does not reach the earth.

Both UVA and UVB, however, penetrate the atmosphere and play an important role in conditions such as premature skin aging, eye damage (including cataracts), and skin cancers. They also suppress the immune system.

By damaging the skin's cellular DNA, excessive UV radiation produces genetic mutations that can lead to skin cancer. Most of us are exposed to large amounts of UVA throughout our lifetime. UVA rays account for up to 95% of the UV radiation reaching the Earth's surface. Although they are less intense than UVB, UVA rays are 30 to 50 times more prevalent. They are present with relatively equal intensity during all daylight hours throughout the year, and can penetrate clouds and glass.

 NOTES:

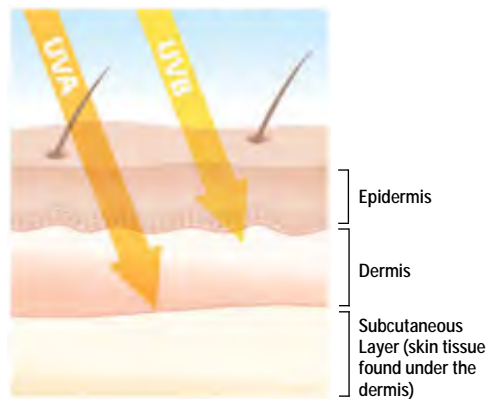
## UVA

UVA which penetrates the skin more deeply than UVB, has long been known to play a major part in skin aging but until recently scientists believed it did not cause significant damage in areas of the epidermis where most skin cancers occur. Studies over the past two decades, however, show that UVA damages skin cells called keratinocytes in the basal layer of the epidermis, where most skin cancers occur. (Basal and squamous cells are types of keratinocytes.) UVA contributes to and may even initiate the development of skin cancers. UVA is the dominant tanning ray, and we now know that tanning, whether outdoors or in a salon, causes cumulative damage over time. A tan results from injury to the skin's DNA; the skin darkens in an imperfect attempt to prevent further DNA damage. These imperfections, or mutations, can lead to skin cancer.

## UVB

UVB, the chief cause of skin reddening and sunburn, tends to damage the skin's more superficial epidermal layers. It plays a key role in the development of skin cancer and a contributory role in tanning and photoaging. Its intensity varies by season, location, and time of day. The most significant amount of UVB hits the U.S. between 10 AM and 4 PM from April to October. However, UVB rays can burn and damage your skin year-round, especially at high altitudes and on reflective surfaces such as snow or ice, which bounce back up to 80 percent of the rays so that they hit the skin twice. UVB rays do not significantly penetrate glass.

UV Radiation and the Skin



UVB-Screening Sunscreen



Broad-Spectrum Sunscreen



NOTES:

## INFRA RED - IR 101

IR waves are located between microwaves and visible light on the EM spectrum. IR has a range of wavelengths, with **near infrared** being the closest in wavelength to visible light, and **far infrared** closer to the microwave region. Near infrared waves are short and not hot — in fact you cannot even feel them — which is what makes them particularly dangerous to susceptible tissues, such as skin and eyes.

In the last decade, it has been proposed that the sun's Infrared (IR) wavelengths might be damaging human skin and that sunscreens, in addition to their desired effect to protect against Ultraviolet (UV), should also protect against IR (and perhaps even visible light) Exposure to IR is perceived as heat.

1. "Sunscreens Inadequately Protect Against Ultraviolet-A-Induced Free Radicals in Skin: Implications for Skin Aging and Melanoma?" Haywood, Rachel et al, The Society for Investigative Dermatology, Inc. Vol. 121, No. 4 October, 2003
2. "Application Patterns Among Participants Randomized to Daily Sunscreen Use in a Skin Cancer Prevention Trial", Rachel Neale, PhD et al, October 2002, Vol 138, No. 10
3. Wikipedia, 2013.
4. "Infrared A Radiation Effects on the Skin", Schroeder P et al, Piel 2011.01.012



NOTES:

# PRIORI<sup>®</sup>

SKIN DECODED

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