

Equol

Equol combats the effects of age at every step along the way.

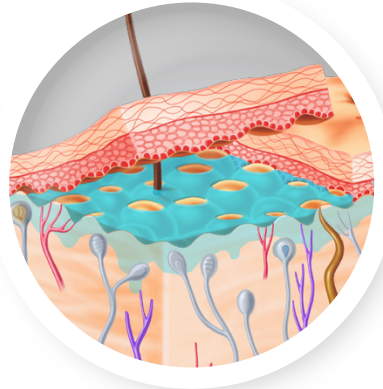
In *in vitro* studies Equol has diminished MMPs by a staggering 500% – 1,000% and increased Tissue Inhibitor of Metalloproteinases (TIMPs), reducing degradation of collagen and elastin.

Equol binds exclusively to 5 α -DHT, reducing its harmful effects. It also down-regulates ER- α and up-regulates ER- β , balancing and restoring those estrogen receptors to optimal levels.

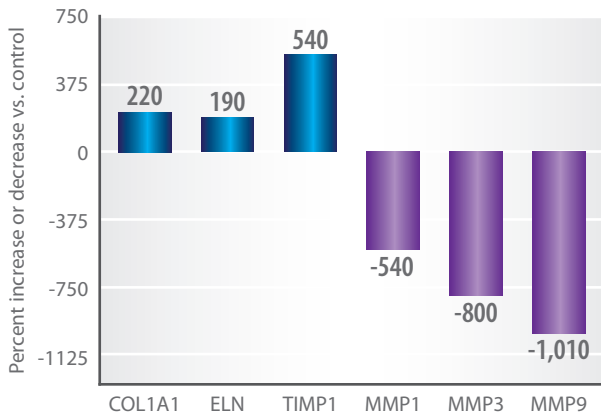
Equol promotes expression of the COL1A1 and ELN genes, which are involved in the production of collagen and elastin.

The end result? A **dramatic increase** in collagen and elastin in the skin, which translates directly to **smoother, firmer, more supple skin** and **fewer wrinkles**.

Even better: Equol forms a **natural reservoir** in the epidermis when applied topically. Other products' active ingredients pool on the outer surface of the skin or are quickly absorbed into the bloodstream. Equol's ability to linger in the epidermis, where it can do the most good, means that its potent anti-aging effects are sustained, providing continuous and ongoing benefits.



Equol Gene Expression



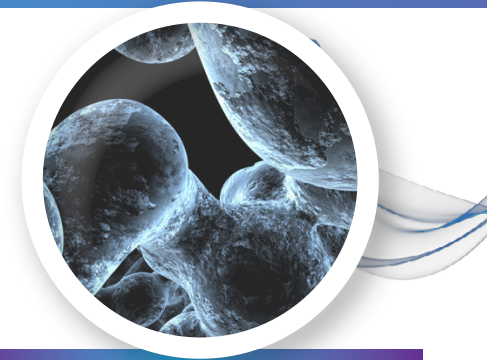
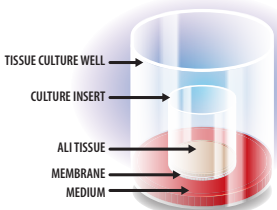
During *in vitro* studies, Equol was applied to skin samples for 8 weeks. The presence of genetic proteins was measured in the skin samples against a control, revealing a dramatic increase and decrease in gene expression. Healthy architectural skin components (ECMs) increased, while their inhibitors were dramatically decreased.

220% increase in collagen

190% increase in elastin

540% increase in TIMP1 (which inhibit bad MMPs)

up to 1,010% decrease in bad MMPs (which degrade skin)

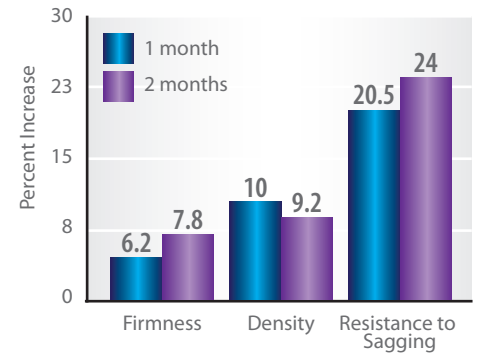


Acetyl Dipeptide-1

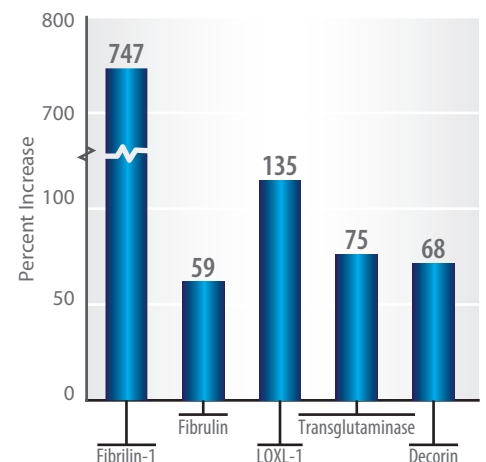
Acetyl Dipeptide-1 stimulates the synthesis of elastin and elastin-forming proteins, nearly doubling the settling of elastin and tropoelastin in the extracellular matrix in *in vitro* tests.

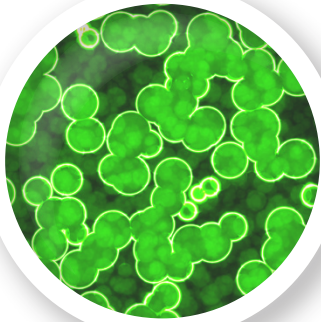
Clinical trials showed visible lifting in sagging skin in just one month, particularly in the jowl area.

Decreasing the Effects of Gravity



Increasing Effective Elastic Fiber Architecture





Dunaliella Salina

Dunaliella Salina is a sea algae that has tremendous anti-oxidant benefits due to its ability to create large amounts of carotenoids. Colorless carotenoids cultivated from this algae have been demonstrated to reduce the effects of toxins in the skin. It also whitens, brightens, and evens skin tone by reducing melanin.



Narcissus Tazetta

Extract from the dormant bulbs of *narcissus tazetta* have been shown to slow cell proliferation, in effect replicating the preservation of the bulb in its dormant state.

Slowing cell proliferation allows the skin to shed cells more slowly, resulting in fuller, firmer skin and improving skin firmness and elasticity.

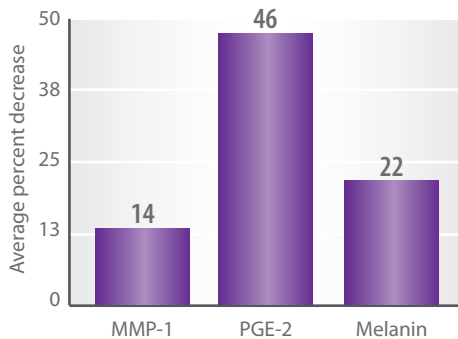


Date Seed Extract

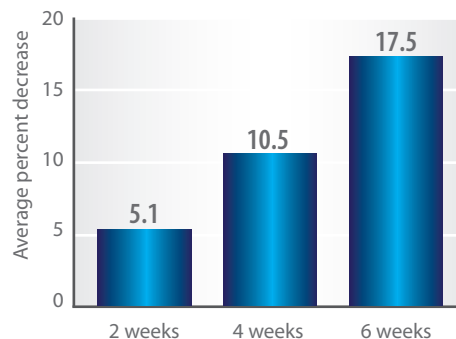
Date Seed Extract has a soothing anti-inflammatory effect on the skin, and will extend the life of skin cells and reduce fine lines and wrinkles.

It also provides anti-oxidant benefits to reduce the harmful impact of free radicals and slow the effects of environmental aging.

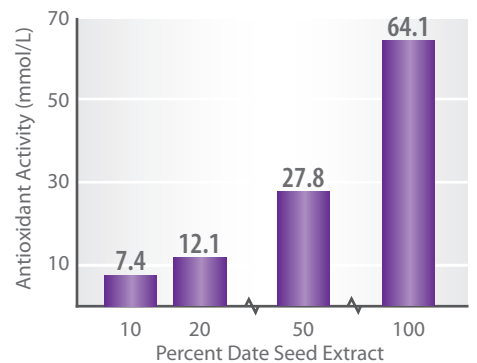
Decreasing Toxins in Skin



Decreasing Wrinkle Depth



Antioxidative Properties of Date Seed Extract



Ingredient Comparison: How Does Your Current Product Measure Up?

	Has Antioxidant Properties	Promotes Collagen Production	Increases Cell Replication	Forms a Natural Reservoir	Modulates Age-Related Hormones	Acts as an Oil-Free Moisturizer	May Cause Skin Irritation	Increases Photo (Sun) Sensitivity	May Have Poor Topical Absorption
Retinol			✓				✓	✓	
Copper Peptides		✓	✓				✓		
Alpha and Beta Hydroxyl Acids		✓	✓				✓	✓	✓
Vitamin C	✓	✓	✓				✓		✓
Hyalauronic Acid		✓	✓						✓
yū InfiSerum	✓	✓	✓	✓	✓	✓			

Frequently Asked Questions

How soon can I expect to see results?

Please see the chart below.

How long do I need to keep using yū InfiniSerum?

Although yū Infiniserum can significantly improve the youthful appearance of skin, it does not actually reverse the aging process—upon discontinuing its use, production of collagen and elastin and other markers of age will return to the “normal” state for your age. We recommend continuing use of yū InfiniSerum for as long as you wish to enjoy its anti-aging benefits.

At what age should I start using yū InfiniSerum?

Collagen production peaks after 30. While patients in their 20s may receive some benefit from the product, their collagen and elastin production are typically already at optimal levels, and they will not see a significant change in skin fullness or elasticity.

Is yū InfiniSerum only for women?

No. Though women experience greater shifts in the hormone changes that lead to reduced collagen production, similar changes occur in men, and the active ingredients in yū Infiniserum will provide the same anti-aging benefits.



See the dramatic results

Immediately

- skin is transformed to be silky, hydrated, and smooth

8 Days

- facial features look brighter, more radiant
- skin texture becomes smoother

Continued Use

- face shows reduction in the appearance of fine and medium lines and wrinkles
- skin has better “bounce-back” quality
- skin looks and feels fuller, firmer, brighter, and more evenly toned
- skin is revived and looks visibly younger

AVAILABLE
ONLY THROUGH
HEALTHCARE
PROFESSIONALS