

YOUTHFUL SKIN THROUGH DERMAL COLLAGEN INDUCTION

Based on 30 years of research a Swiss company has been able to develop a worldwide unique formula for skin rejuvenation: EVENSWISS with Dermatopoietin®. *PRIME* wanted to know more about this new approach to anti-ageing treatment and spoke with **Dr Peter Schoch**, Head of R&D at United Cosmeceuticals GmbH



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What differentiates the EVENSWISS line from other cosmeceuticals?

The EVENSWISS line is based on a deep understanding of the biochemical mechanisms of skin and hair renewal. These mechanisms help us to understand the fundamentals of the ageing process in order to design cosmeceuticals that support the natural self-rejuvenation of skin and hair. It is on this basis that we developed our unique patented and award-winning active ingredient Dermatopoietin®.

What exactly is Dermatopoietin®?

Dermatopoietin® is our trademark for the synthetic human cytokine interleukin-1 α (IL-1 α)—the natural polypeptide that controls the homeostasis of skin. It is produced by recombinant biotechnology in its mature form of 159 amino acids and a molecular weight of approximately 18kD. Native IL-1 α is constitutively expressed by keratinocytes in the epidermis. As a matter of fact, the epidermis, in particular the stratum corneum, is the tissue which contains by far the highest content of IL-1 α in the human body.

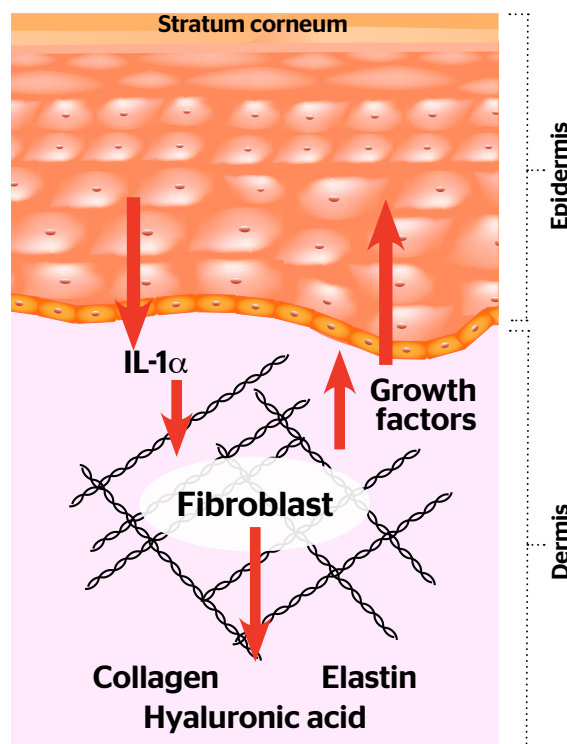
Dermatopoietin® is always used in combination with Hexadeltine®, a hexapeptide with skin conditioning properties. Dermatopoietin® and Hexadeltine® are referred to as Dermatopoietin® Peptide Complex.

How does Dermatopoietin® work? What makes it so special?

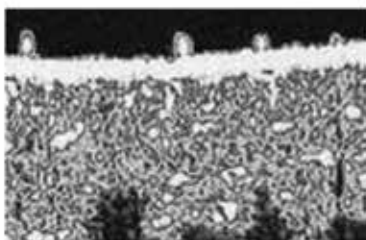
The natural production of IL-1 α is declining as we age. This is considered a major reason for many of the signs of ageing skin. When applied to skin, Dermatopoietin® stimulates the keratinocytes in the epidermis to produce and release IL-1 α (i.e. more of itself). This positive feedback is the basis for a signal cascade, which eventually reaches the fibroblasts in the dermis. IL-1 α not only stimulates their proliferation, but also activates, in a concentration-dependent manner, the production of procollagen, tropoelastin and hyaluronic acid, as well as the expression of a number of growth and differentiation factors for epidermal cells. By triggering such paracrine interactions Dermatopoietin® supports the skin's natural renewal process and affects deep skin structures without penetrating the skin itself.

Why is collagen so important for skin?

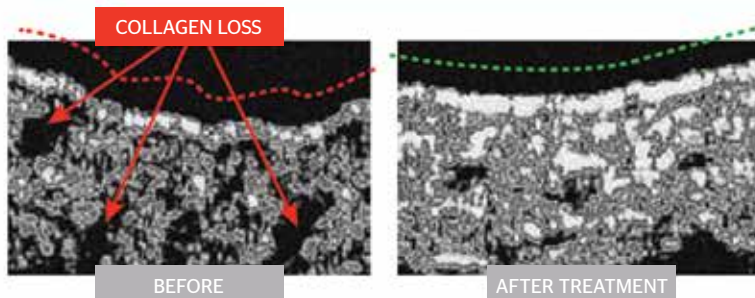
More than 90% of young skin (dry weight) is made up of collagen. Collagen forms, together with elastin, a well-organised network, which provides the skin with strength and creates the appropriate environment for



20-year old reference skin



53-year old skin



vital cell functions. Ageing is associated with a partial loss of functional collagen, which is replaced by proteoglycans and fat deposits. This process is responsible for the appearance of wrinkles and dimples. By replenishing functional collagen, Dermatopoietin® reduces the signs of ageing skin and restores its youthful appearance.

What are the experiences with EVENSWISS so far?

The dermatologists, aestheticians and consumers who have been using EVENSWISS are very pleased with the results as documented by the following testimonials:

'First it was the special mechanism of action of EVENSWISS, the induction of natural collagen synthesis, which persuaded me; now I am also convinced by the good results achieved with the products.'

Dr Mario Goisis, Cosmetic Surgeon and Clinical researcher, Italy

'I just want to give quick feedback after using the EVENSWISS Regenerating Plasma for some days now. I love it! This is a fantastic product—different from the many creams and lotions I have tried over the years. I can actually feel it working—about 10 minutes after I put it on I get a very pleasant tingling in my skin—and it looks tight and wrinkle-free.'

Madi Kruse Madsen, Owner of Body Beauty ApS, Denmark

'In combination with laser treatments I have achieved astonishing results with the EVENSWISS products. I can only recommend them.'

Dr Luca Cravero, Cosmetic Surgeon, Italy

'In my experience, EVENSWISS Rejuvenating Eye Complex is an effective anti-wrinkle and anti-dark circle product.'

Dr Alain Béguin, Skin Test Institute, Switzerland

What is the target group for EVENSWISS?

We are working with professionals (i.e. dermatologists, aesthetic surgeons and cosmeticians), providing them with post-treatment solutions as well as with an effective home-care line for their clients. EVENSWISS is exclusive repair cosmetics with proven efficacy for people who are concerned about their ageing skin, believe in science and look for a dermatological solution for their skin problems.

► **Further information** www.evenswiss.ch

Visit us at **AMWC Monaco**, booth **H10** in Ravel Hall and attend **Symposium 17**—'NEW APPROACHES TO DERMAL COLLAGEN INDUCTION'—Saturday, 5 April 2014, 9:30–10:30 am, Room NINJISKI.



EVENSWISS
WITH DERMATOPOIETIN®



Before (top) and after (bottom) treatment with the EVENSWISS Rejuvenating Eye Complex