

## AGE smart™ — the intelligent investment in your future skin.

### a new twist on vitamin c

Magnesium Ascorbyl Phosphate (MAP) is a water-soluble derivative of Vitamin C known to help with skin conditions ranging from acne to hyperpigmentation and premature ageing.

It is also the main ingredient in Dermalogica's new MAP-15 Regenerator,™ which delivers the highest, most efficacious concentration of MAP on the market.

Often times when skin care ingredients, such as Vitamin C, are dispensed through a tube, bottle or jar, they instantly react with oxygen or light and subsequently lose efficacy.

MAP-15 Regenerator works through a unique powder-to-emulsion technology that ensures stability. When dispensed onto a fingertip, MAP is in a powder form. It maintains this powder form until finger touches face and creates a gentle pressure that causes the powder to break. It is not until the powder breaks, transforms into an emulsion and is blended into skin that MAP becomes most efficacious, ensuring maximum benefit to skin.

MAP helps stimulate collagen, provides antioxidant defense, lessens the appearance of hyperpigmentation, acts as an anti-inflammatory and can actually help minimise damage caused by UV rays if applied within 10 minutes of exposure. Ask your skin therapist for your free sample of MAP-15 Regenerator today!



**skin  
reporter**  
dermalogica® thinks skin

**dermalogica**®  
a skin care system researched and developed by The International Dermal Institute  
[dermalogica.co.nz](http://dermalogica.co.nz)

## you say you want a skin care revolution?

Strategists have developed some amazing words to help the baby boomer generation feel comfortable with the skin reflected in the mirror. From “lines of distinction” to “wisdom marks” to “smile lines,” there’s no masking the fact that deep within skin, a wrinkle is a wrinkle – a telltale sign of the damage associated with accelerated skin ageing.

Many skin care and cosmetic brands are selling products on the principle that wrinkles are completely erasable, but it’s a cold hard fact that the only cure for a wrinkle is to prevent it in the first place. (Sound familiar? Think sun damage and the use of daylight defense every day to prevent damage!)

Wrinkles are only one form of the changes associated with skin ageing. Altered pigmentation, dehydration, loss of collagen (collagen helps maintain firmness and elasticity) and loss of skin tone can account for how much we “look our age” as a deep line can. Scientists agree that extrinsic factors (UV radiation, pollution, etc.) cause more of this damage than intrinsic (genetically-programmed) factors do.

While scientists attribute the majority of these structural changes in skin to exposure to ultraviolet (UV) radiation, it has only been in recent years that they have come to understand the actual biochemical triggers within skin that instigate these changes.

These are chemical reactions that occur within the skin and include:

- Generation of Reactive Oxygen Species (ROS), also known as free radicals.
- Glycation leading to Advanced Glycation End-products (AGEs).
- Activation of metalloproteinase enzymes (Matrix Metalloproteinases or MMPs) with a subsequent decline in collagen biosynthesis.

This is why it’s so critical to think beyond treating the signs of skin aging you see, and focus more on preventing them before they occur.

This is the approach of Dermalogica’s new AGE Smart™ system. AGE Smart™ helps manage and treat the biochemical triggers that contribute to skin ageing while helping to control pigmentation, brighten skin, lessen the appearance of fine lines and maintain skin hydration levels.

### Want to learn more?

See the back page for all the details. Then speak with your Dermalogica Professional Skin Therapist today to receive your free *Face Mapping*® skin analysis and AGE Smart samples!



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## skin care has never been as scientific as it is today.

But understanding the science of skin care can help you make smart decisions about the health of your skin. The latest scientific findings have caused these acronyms to sprout up: ROS, AGEs and MMPs. Here's a breakdown on how they advance skin ageing.

## ROS

UV light, oxygen, pollutants, etc., generate Reactive Oxygen Species (ROS), otherwise known as free radicals, from stable molecules. Free radicals attack lipids, membranes and DNA in the nucleus in an attempt to steal an electron to stabilise themselves. When this happens they form new free radical molecules from other stable molecules. The resultant free radical cascade causes damage to the cell which leads to inflammation, cross-linking of collagen and disease.

## AGEs

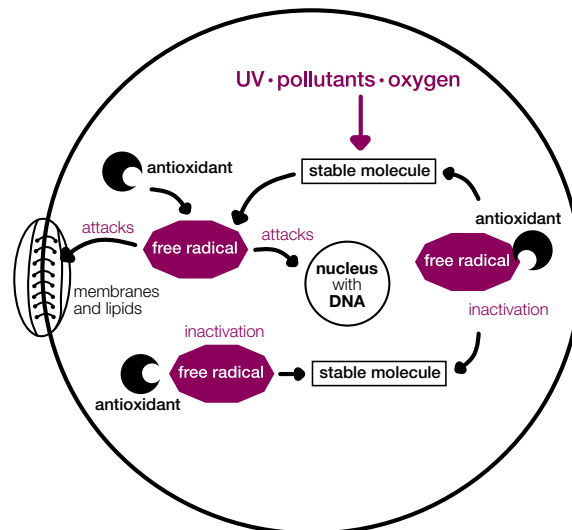
When sugar comes in contact with a protein (such as collagen), it immediately reacts. This generates Reactive Oxygen Species (ROS – free radicals), which leads to a cross-linking of collagen and inflammation. Advanced Glycation End-products (AGEs) are formed, and bond with a Receptor on the cell to form Receptor-AGE (R-AGEs). This causes inflammation, inhibits skin cell growth and contributes to cross-linking of collagen.

## MMPs

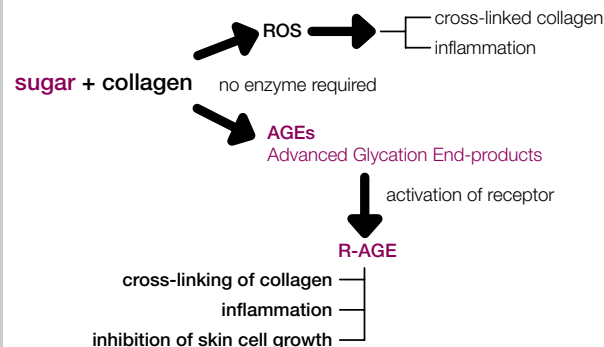
MMP enzymes are activated within the fibroblast nucleus by UV light or inflammatory modulators. MMPs, such as collagenase, are synthesized in the fibroblast. MMPs (collagenase) break down collagen and inhibit formation of new collagen. Collagen is degraded into gelatinous peptides that are further degraded by other MMPs. Cross-linking of collagen also occurs, causing wrinkling and stiffening of skin.

Now that you know, it's time to look into skin care products that work to control the formation of ROS, MMPs and AGEs. Speak with your Dermalogica Professional Skin Therapist about Dermalogica's new **AGE Smart™** system.

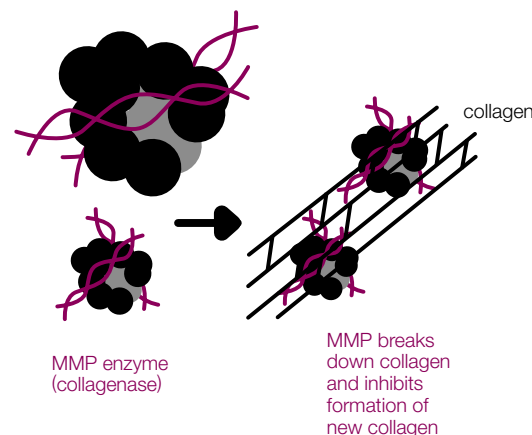
## ROS



## AGEs



## MMPs



## finally – a system that targets the biochemical triggers of skin aging.

Dermalogica is introducing **AGE Smart™**, which works by impacting the main biochemical reactions that manifest the signs of skin ageing: the formation of Reactive Oxygen Species (ROS – also known as free radicals), the generation of Matrix Metalloproteinases (MMPs) and the development of Advanced Glycation End-products (AGEs).

## **AGE Smart™** consists of 5 new products and 5 of our top sellers for firmer, smoother, healthier skin.

### New! Skin Resurfacing Cleanser

A dual-action exfoliating cleanser containing Lactic Acid that smoothes, retexturizes and delivers ultra-clean skin.

### New! Antioxidant HydraMist

A refreshing antioxidant shield with flash-firming properties to improve skin texture, defend against ROS, intensely hydrate and stimulate collagen formation.

### New! MultiVitamin Power Recovery® Masque

Concentrated antioxidant vitamins help skin recover from damage while enhancing barrier properties and promoting healthy tissue regeneration.

### New! MAP-15 Regenerator™

Our revolutionary powder-to-emulsion technology that delivers the highest concentration of Magnesium Ascorbyl Phosphate (MAP) directly into the skin to dramatically improve skin firmness and clarity.

### MultiVitamin Power Concentrate

Increase elasticity and moisture content to help firm, strengthen and regenerate skin as vitamins C and E help defend against ROS.

### New! Dynamic Skin Recovery SPF30

Encourage firmness, elasticity and hydration while helping to defend against the primary causes of skin ageing with this medium-weight, emollient daily moisturiser with SPF30.

### Super Rich Repair

Condition while helping to stimulate collagen production, smooth fine dryness lines, restore elasticity and insulate skin from extreme environmental conditions.

### Power Rich™

Increase firmness, restore elasticity, resurface, smooth and hydrate with this ultimate restorative skin cream containing a powerful peptide.

### MultiVitamin Power Firm

Combat visible lines around the eye area with this powerful complex of skin-rebuilding antioxidant vitamins, protective Organic Silicones and firming Red Seaweed Extract.

### New! Renewal Lip Complex

Minimize contour lines and smooth rough, uneven and delicate tissue with this hydrating daily lip treatment. Superior conditioning lasts for hours.

