

FACIAL THERAPY. PROFESSIONAL PROTOCOL

# GENXSKIN

ANTI-AGING CONTROL SYSTEM

## COSMETO-GENETIC TREATMENT

REACTIVATION OF 14 GENES FOR A VISIBLE ANTI-AGING EFFECT IN 14 DAYS

Protection of the Extracellular Matrix

Restores the beauty triangle



# ERICSON LABORATOIRE

Our skin deteriorates with age and its aging accelerates. This process is very individual and no two people age in the same manner. However, this process has various origins. Among the most important factors of skin aging are: genes. Indeed, our genes accompany us throughout our whole lives. Preventing the damage caused by age

based on the awareness of our genetic inheritance and the interaction of our genes with the environment is becoming a 21st century reality. We are therefore offering a new sophisticated and high-performance method that can protect the skin and stimulate its vital functions.



**True innovation:**

the dermo-cosmetic approach based on Cosmetic-Genetics is to stimulate our genetic potential and make our genes work to improve skin condition.

Skin aging is characterized, among other things, by a “dormancy” of the coding genes for the synthesis of the structural molecules of the dermis: elastin, collagen and hyaluronic acid. The extracellular matrix disintegrates and the skin loses its firmness, freezing negative facial expressions.



In the GENXSKIN treatment, we are going to use all the energy potential of a powerful and innovative agent, capable of reactivating 14 genes involved in the structure of the extracellular matrix, for a visible anti-aging effect after 14 days.

## THE CAUSES OF SKIN AGING

### TWO MECHANISMS GIVE RISE TO VISIBLE SKIN AGING

**The first aging process, whose rhythm is genetically determined, is intrinsic and natural.**

It results in an alteration of the repair and maintenance mechanisms of cells. It is determined by a genetically programmed individual biological clock. Communications between the dermal cells via the extracellular matrix, or ECM, slow down, causing a reduction in the quantity and quality of the support fibers produced.

The extracellular matrix is mainly made up of collagen, elastin and hygroscopic glycoprotein fibers (glycosaminoglycans or GAGs). It is the structural network that supports the skin and ensures its biomechanical properties: firmness, elasticity as well as its thickness and density. During skin aging, the extracellular matrix disintegrates, volumes and facial appearance gradually change while wrinkles deepen. The skin also becomes "loose from beneath" due to the melting of fat and muscle tissue no longer playing their supportive role. The dermis is also less irrigated and its vascular network density gets weaker.

**The other aging process of the skin is extrinsic.**

It is generated by a set of environmental factors: sun, smoking, stress, etc., which generate the production of toxic substances called "free radicals". This results in a reduction in cellular resistance to oxidative damage caused by free radicals. Among other things this leads to a significant deterioration of the ECM and reduced fibroblast activity.

### REVERSED BEAUTY TRIANGLE



The facial skin also becomes thinner due to fat loss and its transfer to other areas of the face. The skin loses its firmness and starts sagging. The reduced elasticity of the skin decreases its ability to retain its shape and no longer allows it to follow the contours of the face as precisely. In young women, high cheekbones and a pointed chin form what is called a beauty triangle. With aging, the extracellular matrix deteriorates, the skin loses firmness and freezes negative facial expressions, forming a **a reversed beauty triangle**.

**A study carried out with 4.400 women revealed that:**

**29%**

of women are affected by the frown lines.

**32%**

by the smile lines.

**37%**

by the lip contour lines.

**To fight against the loss of firmness, simultaneous action must be taken on both effects of aging:**

●  
The decrease in the production of collagen.

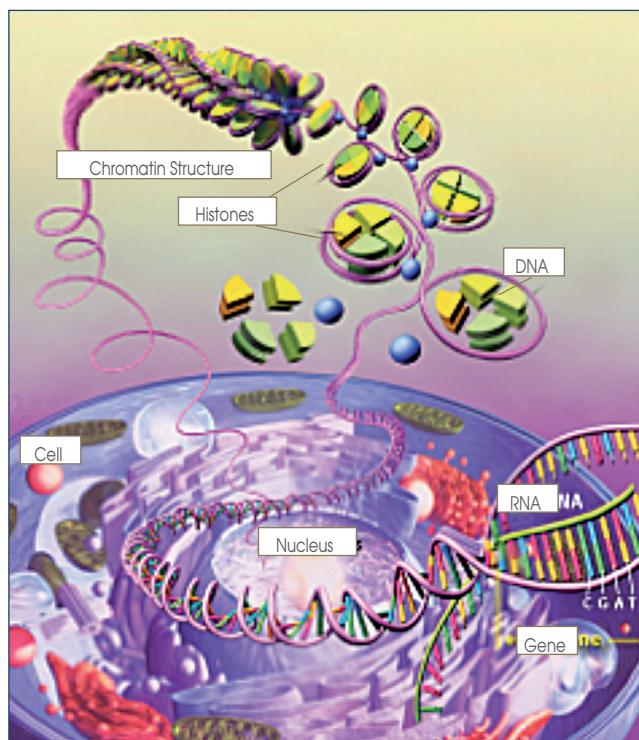
●  
The destruction of the support fiber network.



## OUR GENES ARE WHAT MAKE OUR SKIN VITALITY

In young skin, there is a metabolic balance between synthesis (anabolism) and deterioration of the matrix components (catabolism), which allows a continuous renewal of the tissues. During aging, an imbalance is established which results in superior levels of catabolism at the expense of anabolism. There are also structural and functional changes to the dermis. These changes result from complex mechanisms that involve a reduction in the synthesis of hyaluronic acid, proteoglycans, collagen and an alteration to the elastin.

### BUT HOW ARE THESE MANUFACTURING PROCESSES OF COLLAGEN AND ELASTIC FIBERS RUNNING ALONG THE EXTRACELLULAR MATRIX ORGANIZED?



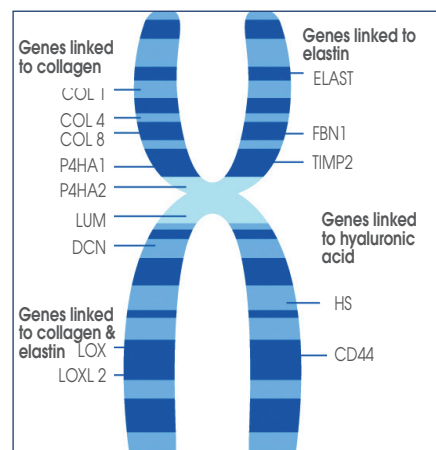
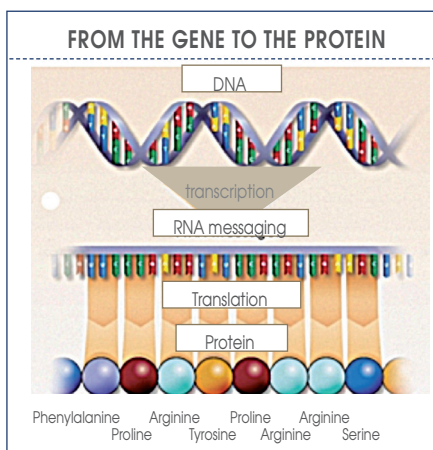
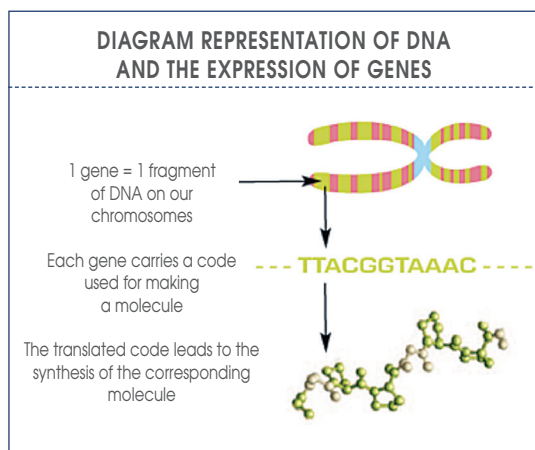
Much research has highlighted the existence in fibroblasts of different genes responsible for the synthesis and development of dermal support fibres.

#### It therefore appears that the skin is genetically programmed. But what is the meaning of this reality?

The term Gene means a unit of genetic information, encoded, located on a strand of DNA, in the nucleus of the cell. Genes hold the cell's genetic inheritance. They could be compared to a computer memory where all the information necessary for cellular function is stored.

The life of the fibroblasts is controlled by genes made up of DNA: the way they function depends on the information contained inside these DNA strands. It is this information that allows fibroblasts to produce the different fibers that support the skin: collagens, elastin and the glycosaminoglycans that make up the extracellular matrix.

Stimulating "coding" genes for proteins controls cell life. There are certain chromosomes contained in the nucleus of fibroblasts, specific genes responsible for the production of different proteins and glycoproteins.

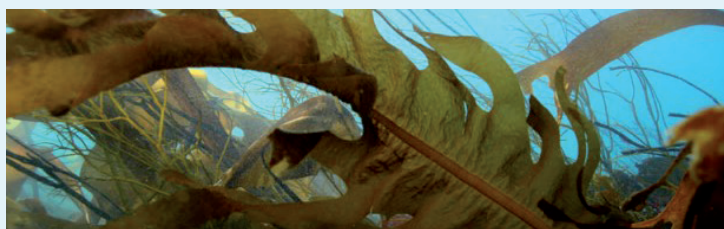


It is the stimulation of the various specific areas localized on the genes of the fibroblasts which determines the proper functioning of the dermal cells. Their action results in a cascade of biochemical reactions leading to the production of support fibers and GAGs. These are the support fibers that determine the tone, flexibility and power of regeneration of the skin tissue, in other words all the characteristics of the energy of young skin.

### GENXSKIN Treatment Target:

Stimulating the 14 genes involved in the synthesis of facial support fibers with the aim of restoring the "triangle of beauty" characteristic of young skin. Research laboratories have developed an amazing new active ingredient from the new Dermo-cosmetics to help this reconstruction work.

## MATRIGENICS 14G: REACTIVATION OF 14 GENES



MATRIGENICS 14G, resulting from the latest research in biotechnology, is an active ingredient extracted from a brown macro-alga: *Undaria pinnatifida*, rich in ester of wakame or sulfated galactofucan.

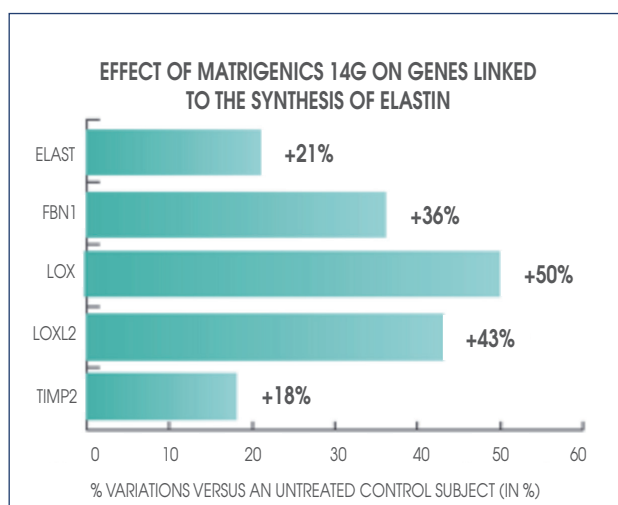
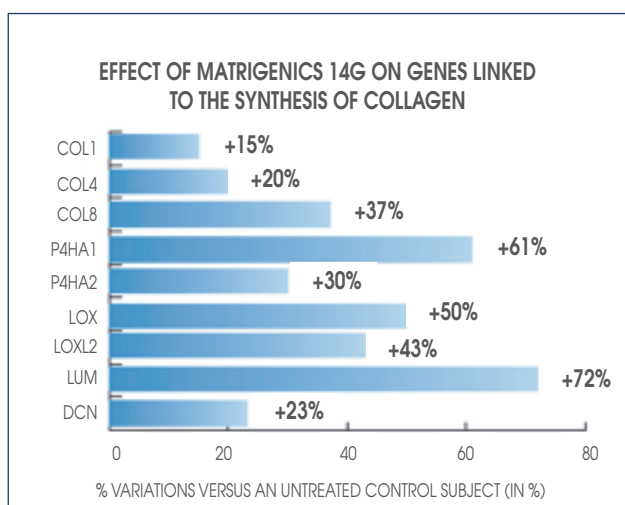
A scientific demonstration was conducted, showing the ability of MATRIGENICS 14G to reactivate the genes involved in the synthesis and organization of three major components of the extracellular matrix: collagen, elastin and hyaluronic acid.

**MATRIGENICS 14G acts directly in the heart of the cell to reactivate dormant genes:**

- linked to the synthesis, maturation and organization
  - of collagen fibers,
  - of elastic fibers.
- linked to the synthesis of hyaluronic acid.

In vitro tests prove the effectiveness of MATRIGENICS 14G on the stimulation of 14 genes related to the synthesis of collagen, elastin and proteoglycans.

The effect of MATRIGENICS 14G on coding genes was evaluated on cultures of human dermal fibroblasts, cultivated in the presence of 2% of MATRIGENICS 14G over 24 hours. An analysis of the gene expression was performed using the DNA arrays method.

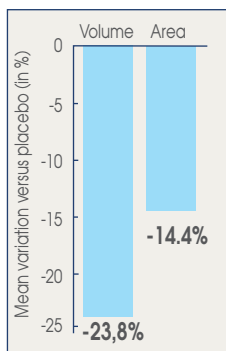




## MATRIGENICS 14G: REACTIVATION OF 14 GENES

### TESTS IN VIVO

Conducted with 22 volunteers, 2 applications per day for 14 and 28 days of a cream containing 2% MATRIGENICS 14G versus a placebo. Analysis of the wrinkles was undertaken using a new system of ring projection. This technology uses ring projection with a 180° configuration, enabling a signal to be transmitted in 3 dimensions.



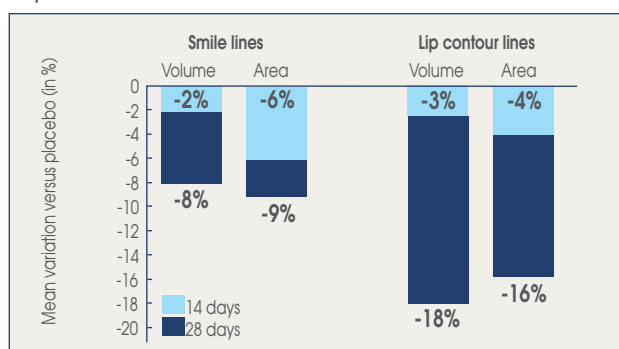
#### Effectiveness of MATRIGENICS 14G on forehead wrinkles after 14 days:

MATRIGENICS 14G visibly and significantly reduces the volume and surface area of forehead wrinkles by -23.8% and -14.4% on average respectively, versus a placebo.

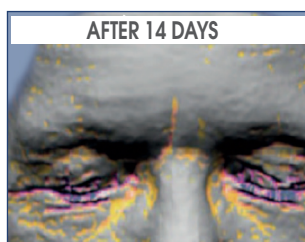
#### Effectiveness of MATRIGENICS 14G on the smile lines and lip contour lines:

The following decreases in volume were obtained:

- -8% and -18% for the smile lines and lip contour lines,
- -9% of the surface area of the smile lines,
- -16% of the surface area of lip contour lines.



MATRIGENICS 14G reactivates the genes involved in the synthesis, maturation and organization of collagen fibers and elastin, as well as hyaluronic acid, in order to restructure the extracellular matrix of mature skin. Frown lines, smile lines and lip contour lines are smoothed and filled, thus fighting against the reversed Triangle of Beauty and the installation of negative facial expression lines.



## GENXSKIN CARE LINE

### HOME CARE PRODUCTS



E973 NUTRIGEN  
E974 BI-PHAGEN  
E975 AQUAGEN  
E976 PERFECT SURFACER  
E977 LIFT SERUM G14  
E980 FIBRAXTINE CREAM  
E981 PRONUTRIX CREAM

E982 MATRIXCELL CREAM  
E978 WHITEX SERUM  
E979 MICRO-FILLER  
E984 CC CREAM CORRECTIV N°1  
E986 CC CREAM CORRECTIV N°3

### PROFESSIONAL PRODUCTS



E987 NUTRIGEN  
E988 AQUAGEN  
E989 PERFECT SURFACER  
E992 LIFT SERUM G14  
E996 FIBRAXTINE CREAM

E990 MATRIXCELL CREAM  
E993 HIGH DENSITY MASK  
E997 MICRO-FILLER  
E994 BIO CELL 3D MASK

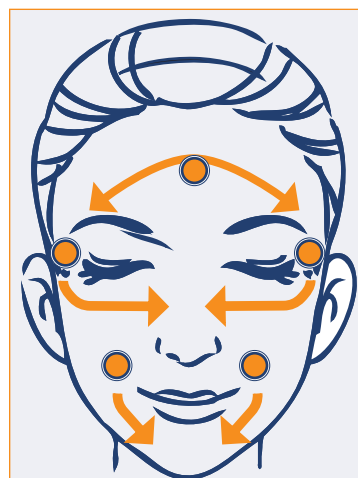
# GENXSKIN CARE LINE

PRODUCTS	FUNCTIONS	ACTIVE INGREDIENTS	ACTIONS
<b>NUTRIGEN</b> REJUVENATING CLEANSING MILK Retail: 250-ml bottle. Ref. E973. Professional use: 500-ml bottle. Ref. E987.	Removes makeup, cleanses and purifies while preserving the skin's protective film.	<ul style="list-style-type: none"> <li>• MATRIGENICS</li> <li>• BLUEBERRY EXTRACT</li> <li>• EDELWEISS EXTRACT</li> </ul>	Reactivates genes in the synthesis of support fibers. Tones the skin tissue. Anti-free radical.
<b>BI-PHAGEN</b> REJUVENATING BI-PHASE CLEANSING OIL Retail: 250-ml bottle. Ref. E974.	Provides effective cleansing while preserving the epidermal hydrolipid film.	<ul style="list-style-type: none"> <li>• MATRIGENICS</li> <li>• BLUEBERRY EXTRACT</li> </ul>	Reactivates genes in the synthesis of support fibers. Tones the skin tissue.
<b>AQUAGEN</b> REJUVENATING CLEANSING LOTION Retail: 250-ml bottle. Ref. E975. Professional use: 500-ml bottle. Ref. E988.	Complements and perfects make-up removal. Cleanses, soothes, maintains the skin's pH. Prepares the skin for the application of beauty products.	<ul style="list-style-type: none"> <li>• MATRIGENICS</li> <li>• BLUEBERRY EXTRACT</li> <li>• EDELWEISS EXTRACT</li> </ul>	Reactivates genes in the synthesis of support fibers. Tones the skin tissue. Anti-free radical.
<b>PERFECT SURFACER</b> RESURFACING PEEL Retail: 50-ml jar. Ref. E976. Usage professionnel: 250-ml jar. Ref. E989.	Powerful cutaneous microrelief renovator. Dead cells are removed, the skin is soft and radiant.	<ul style="list-style-type: none"> <li>• MATRIGENICS</li> <li>• BAOBAB OIL</li> <li>• ANNATTO OIL</li> </ul>	Reactivates genes in the synthesis of support fibers. Nourishing, soothing. Strengthens skin elasticity.
<b>LIFT SERUM G14</b> ANTI-AGING SERUM Retail: 30-ml dropper bottle. Ref. E977. Professional use: 2,5-ml ampoule x 6. Ref. E992 in professional kit Ref. E991.	Corrective, restructuring action and immediate stretching. Fights against the signs of aging, revitalizes cellular connections and detoxifies the cells.	<ul style="list-style-type: none"> <li>• MATRIGENICS</li> <li>• QUICKLIFT</li> <li>• SEPIIFT</li> </ul>	Reactivates genes in the synthesis of support fibers. Powerfully tightening and firming. Strong lifting and tightening effect.
<b>FIBRAXTINE CREAM</b> COMFORT CREAM Retail: 50-ml jar. Ref. E980. Professional use: 200-ml tube. Ref. E996.	Restructuring, moisturizing skin care. Enriched with light reflectors allows an optical smoothing of wrinkles and fine lines.	<ul style="list-style-type: none"> <li>• MATRIGENICS</li> <li>• COCOA BUTTER</li> <li>• OSILIFT</li> </ul>	Reactivates genes in the synthesis of support fibers. Regenerates the lipid cement. Lifting effect.
<b>PRONUTRIX CREAM</b> NOURISHING CREAM Retail: 50-ml jar. Ref. E981.	Highly nutritional restructuring treatment. The skin becomes denser and signs of age are attenuated day by day.	<ul style="list-style-type: none"> <li>• MATRIGENICS</li> <li>• SHEA BUTTER</li> </ul>	Reactivates genes in the synthesis of support fibers. Hydrates, softens.
<b>MATRIXCELL CREAM</b> HIGH DENSITY NIGHT CREAM Retail: 50-ml jar. Ref. E982. Professional use: 200-ml tube. Ref. E990.	Night balm ideal for skin regeneration while you sleep. Redefines the facial contours and increases cutaneous cushion.	<ul style="list-style-type: none"> <li>• MATRIGENICS</li> <li>• VOLUFORM</li> <li>• BEESWAX</li> </ul>	Reactivates genes in the synthesis of support fibers. Firming and volumizing effect. Hydrates, soothes and oxygenates.
<b>WHITEX SERUM</b> CLARIFYING ANTI-AGE SERUM Retail: 30-ml tube. Ref. E978.	Suitable for blemishes and hyper-pigmented areas. Reduces blemishes and evens skin tone. The skin is restructured and lights up with a new radiance.	<ul style="list-style-type: none"> <li>• MATRIGENICS</li> <li>• ODA WHITE</li> <li>• LUMISKIN</li> </ul>	Reactivates genes in the synthesis of support fibers. Brightening action. Lightening agent.
<b>HIGH DENSITY MASK</b> HIGH DENSITY REPAIRING MASK Professional use: 3,75-g x 6 vials, Ref. E993 in the professional kit Ref. E991.	Restructuring and repair mask. The incorporation of bioavailable calcium restores dynamism to the skin. This treatment is enriched with a complex of regenerative nutritional oils.	<ul style="list-style-type: none"> <li>• MATRIGENICS</li> <li>• ORGANIC CORN POWDER</li> <li>• BIOAVAILABLE CALCIUM</li> </ul>	Reactivates genes in the synthesis of support fibers. Nourishing and firming. Promotes cell metabolism.
<b>MICRO-FILLER</b> INSTANT ANTI-AGING FILLER Retail: 30-ml tube. Ref. E979. Professional use: 75-ml tube. Ref. E997.	Wrinkle plumping serum. The light reflectors work in synergy to fill the grooves and hide the signs of aging.	<ul style="list-style-type: none"> <li>• MATRIGENICS</li> <li>• RONAFLAIR</li> <li>• ULTRA FILLING SPHERE</li> </ul>	Reactivates genes in the synthesis of support fibers. Velvety effect. Strong hygroscopic effect. Plumping.
<b>BIO CELL 3D MASK</b> 3D TECHNOLOGY BIO CELLULOSE MASK Professional use: 18-ml x 4 sachets. In the professional kit, Ref. E994.	Biocellulose mask with excellent absorbency, hydrophilic and hygroscopic powers.	<ul style="list-style-type: none"> <li>• CELLULOSE NANOFIBERS</li> <li>• FUCOGEL</li> </ul>	A hydrating and hygroscopic skin repair. Immediate hydration effect.
<b>CC CREAM CORRECTIF N°1</b> Retail: 30-ml tube. Ref. E984.	AMBER BEIGE. Glowing complexion effect. Fight against oxidative stress. Hydrating and nourishing.	<ul style="list-style-type: none"> <li>• MATRIGENICS</li> <li>• MENYANTHES HYDROFILTRATE</li> <li>• VITAMIN E</li> </ul>	Reactivates genes in the synthesis of support fibers. Enhances collagen synthesis and restores firmness and tone to the skin. Skin protector.
<b>CC CREAM CORRECTIF N°3</b> Retail: 30-ml tube. Ref. E986.	ROSE BEIGE. Glowing complexion effect. Fights against oxidative stress. Radiates and corrects skin complexion.	<ul style="list-style-type: none"> <li>• MAGNOLIA BUD EXTRACT</li> <li>• AQUAXYL</li> <li>• SHEA BUTTER</li> </ul>	Antioxidant, softening properties, improves microcirculation. Hydrating, skin restructuring. Softens and protects.

## INDICATIONS

The GENXSKIN treatment uses all the energy potential it has as a powerful and innovative agent, to enable the reactivation of 14 genes involved in the structure of the extracellular matrix, for a visible anti-aging effect after 14 days.

1		<p><b>CLEANSING</b> Cleanse face and neck with NUTRIGEN REJUVENATING CLEANSING MILK (E987) and AQUAGEN REJUVENATING CLEANSING LOTION (E988).</p>	
2		<p><b>SCRUB</b> Scrub the skin using the PERFECT SURFACER PEEL (E989) with dry hands, then lightly moisten your hands and continue scrubbing to dissolve the beads. Rinse thoroughly with lukewarm water.</p>	
3		<p><b>RELAXING</b> Apply MATRIXCELL (E990) to the face and neck and perform a long, dynamic and firming massage.</p>	
4		<p><b>SERUM APPLICATION</b> Apply the LIFT SERUM G14 (E992) on the face and neck. Allow the skin to absorb the serum for 1 minute in order to maximize the tightening effect.</p>	
5		<p><b>PREPARATION OF FACE MASK</b> Empty a vial of HIGH DENSITY MASK (E993) into a cup. Fill the empty vial up to the rim with lukewarm water, add this water to the powder and stir. Apply a thin layer of this mask to the face and neck using a brush.</p>	
6	 	<p><b>FACE MASK APPLICATION</b> Take out the "neck" part of the BIO CELL 3D MASK (E994). Peel off the white gauze and place the mask on the neck (white side against the skin, notches downwards). Peel off the blue protective film. Proceed in the same way for the "face" part of the mask.  Smooth with a spatula so that the mask adheres well to the skin. Leave on for 20 minutes, then remove the mask, rinse thoroughly with lukewarm water and round off the mask removal using AQUAGEN REJUVENATING CLEANSING LOTION (E988).</p>	 
7		<p><b>LIGHT MASAGE</b> Lightly massage with FIBRAXTINE CREAM (E996).</p>	
8		<p><b>MICRO-FILLER APPLICATION</b> Apply 5 dots of MICRO-FILLER (E997) to the following areas: 1 dot on the frown lines, 2 dots on the crow's feet, 2 dots on the laugh lines. Massage the serum into the wrinkles and then spread it over the entire face in order to smooth out the lines.</p>	



**LENGTH OF TREATMENT: 1h15**  
**1 COURSE: 6 SESSIONS**  
**TREATMENT FREQUENCY: ONCE A WEEK**

