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## SkinCeuticals Introduces *NEW* C E FERULIC Serum Powerful Antioxidant Technology Provides 8-Fold Photoprotection -The Next Generation in Ultimate Environmental Protection-

*Vitamin C + Vitamin E + Ferulic Acid...Because the Right Combination is Everything.*

Garland, TX (January 2005) – *FIRST* to formulate pure high concentration L-ascorbic acid. *FIRST* to bring you cosmetically elegant transparent zinc oxide. *FIRST* to effectively combine pure vitamin C and pure vitamin E. **What's next?** *Breakthrough technology, unprecedented data and a revolutionary product that takes anti-aging protection and correction, as well as antioxidant awareness to a new level.*

SkinCeuticals, Inc., the recognized leader in topical antioxidant and sun protection technologies and the manufacturer of scientifically-advanced skincare products, announces C E FERULIC – **the first and only combination antioxidant treatment** containing L-ascorbic acid, alpha tocopherol and ferulic acid, and recently scientifically-proven to provide an unprecedented **8-fold** photoprotection. **The result?** A new antioxidant cocktail that **protects, prevents, and repairs**. C E FERULIC neutralizes free radicals, protects against environmental oxidative stress to help prevent premature signs of aging, and helps stimulate collagen production to help diminish the appearance of existing photodamage. It provides significantly better results than any one antioxidant alone.

### **Synergistic Ingredients – Optimized Antioxidant Cocktail**

Discovered by Duke University testing designed to improve the stabilization of SkinCeuticals C+E Serum, Ferulic Acid not only improved stabilization, but also **DOUBLED** photoprotection from 4-fold for C+E to **8-fold** for C E FERULIC. C E FERULIC is scientifically optimized and formulated at the precise pH level and concentrations proven to provide maximum delivery of active ingredients and optimal efficacy. This patent pending formulation provides:

- **15% L-ascorbic Acid (pure Vitamin C)** – Neutralizes free radicals, primarily in the aqueous parts of skin; stimulates collagen synthesis; regenerates vitamin E when it is used up fighting free radicals; and provides photoprotection.
- **1% Alpha Tocopherol (pure Vitamin E)** – Neutralizes free radicals, primarily in the cell membrane and cell lipids; aids in the healing process; and provides photoprotection.
- **0.5 % Ferulic Acid** – Neutralizes free radicals; improves the stability of vitamins C and E; and enhances photoprotection.

### **Unprecedented 8-fold Photoprotection - Highest on the Market**

Continuing to lead as industry innovator, SkinCeuticals C E FERULIC offers the highest antioxidant photoprotection on the market, delivering **8 times** the skin's natural antioxidant protection against damage caused by environmental exposure and oxidative stress. Scientific studies demonstrate that this incredible protection reduced the formation of sunburn cells by up to 96% in UV irradiated skin.

### **Understanding Photoprotection**

Photoprotection is not SPF. Rather, it is a measure of a product's ability to protect against oxidative stress. Skin is damaged when the sun's radiation is converted into oxygen-free radicals that damage the skin and its support structure. Antioxidants neutralize this oxidative stress, which can be caused by both UVA and UVB radiation. In contrast; SPF is a measure of protection against UVB radiation only.

More photoprotection means more youthful looking skin. SkinCeuticals believes that photoprotection is an important indicator of a skincare product's efficacy, and the company strives to develop products with ever-increasing levels of photoprotection.

### **The Importance of Antioxidant Protection**

SkinCeuticals recognizes the importance of sunscreens in protecting skin from harmful UV rays. However, recent studies reveal that sunscreen blocks only 45% to 55% of free radicals generated in skin by UV light. In addition, studies show that the average consumer does not apply sunscreen properly, using only one quarter of the sunscreen needed for full SPF protection. For example, using an SPF 30 product this way, consumers get the equivalent of only 3 to 4-fold protection vs. the proposed 30. **By applying SkinCeuticals C E FERULIC, consumers get *8-fold* protection from environmental aging.**

Furthermore, SPF is only a measure of UVB protection, or burning rays. While the medical community recognizes the importance of assigning a measuring system to UVA, there is currently no approved standardized measure of UVA protection exists in the United States. Perhaps more importantly, no sunscreen fully protects from UVA, the rays proven to cause photoaging. Consumers are generally unaware of this fact and have a false sense of security when wearing a high SPF sunscreen. In fact, by staying in the sun longer, bolstered by a false sense of confidence in high SPF, consumers get more UVA damage, although they are not visibly burning.

Consumers also do not realize that UVA rays, unlike UVB, can penetrate glass, thus exposing them to damaging photoaging while in the car, in the office and in their homes. Using both a topical combination antioxidant - most notably, SkinCeuticals revolutionary new C E FERULIC - and also a broad spectrum sunscreen is the best way to achieve the highest fold photoprotection on the market.

### **Security Blanket for the Skin – Reservoir that Does Not Wash Off**

Topical C E FERULIC prevents the formation of thymine dimers, which are sun-induced changes in DNA that can lead to skin cancer. Applied properly and consistently, sunscreens also prevent thymine dimer formation, but one missed application negates the protection. In contrast, because antioxidants work as a reservoir within the skin, even missing a daily application of topical C E FERULIC won't negate protection. Additionally, properly formulated antioxidants cannot be washed off the skin, unlike sunscreens. For these reasons, C E FERULIC acts as a security blanket to the skin, working from the inside out, whereas sunscreens have to be between the consumer and the sun to work. SkinCeuticals still recommends daily use of a broad-spectrum sunscreen in conjunction with C E FERULIC for optimal photoprotection.

### **Proven Scientific Studies**

The *8-fold* protection of C E FERULIC was proven in studies conducted by researchers at Duke University Medical Center. Sheldon R. Pinnell, MD, professor emeritus of dermatology, Duke University Medical Center, already has presented these findings at the 20th anniversary meeting of Dermatology Update in Vancouver, Canada and the European Academy of Dermatology and Venereology in Florence, Italy. He will also present these findings at the prestigious American Academy of Dermatology meeting in New Orleans in February 2005. Abstracts have been published and additional scientific articles will appear in 2005.

### **Real Life Application Testing**

Laboratory testing is not always the same as real-life application. Many studies conducted by skincare and sun care companies do not use the same products made available to consumers when testing. SkinCeuticals products are tested using the **same** formulations made available to consumers, and tested the **same** way consumers use them. In contrast, many products base their marketing claims on lab results obtained using up to five times more than a standard application. The result? Products that can't ever match the results obtained in laboratory testing.

### **The Bottom Line**

According to Dr. Pinnell, "C E FERULIC is the first and only combination antioxidant treatment proven to provide *8-fold* photoprotection. With recent studies documenting a misunderstanding of SPF protection and application, this new formulation is a revolutionary milestone in skincare that provides patients and consumers with the highest level of protection available against oxidative stress – including from UV radiation, smoking and other environmental aggressors."

C E FERULIC retails for \$122. SkinCeuticals line of advanced skincare products is designed to prevent future damage, protect healthy skin and correct previous damage. All products are available through dermatologists, plastic surgeons and licensed skincare professionals. For more information, call 1-800-811-1660, or visit [www.skinceuticals.com](http://www.skinceuticals.com).

Founded in Dallas, TX in 1997, SkinCeuticals discovers, develops and delivers an advanced line of scientifically-backed cosmeceutical treatments. As leaders in antioxidant and sun protection technology, SkinCeuticals products have been shown to both protect skin from environmental damage and, over time, visibly improve skin clarity, tone and texture to dramatically minimize the appearance of fine lines and wrinkles.