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UNCOVER
WHAT'S RIGHT
FOR YOUR SKIN
WITH FORENSIC
SCIENCE.
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Thank you for your interest in SkinDNA™, the revolutionary DNA test changing the way we treat skin. **We know you will love the benefits SkinDNA™ will bring to your clinic.** Forensic science has shown that we know how you will age. SkinDNA™ helps you to unlock this knowledge (instead of guessing), allowing you to apply the highest solutions to slow down aging attributes.

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THE SOLUTION TO THE
CHALLENGE.
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Media Features:



WHAT IS SkinDNA™?

SkinDNA™ is a revolutionary, DNA-based laboratory test and analysis service that - for the first time ever - unlocks the secrets to ageless skin and body solutions. By harnessing the power of the body's unique genetic blueprint, SkinDNA uses a simple saliva sample to examine 16 genetic markers associated with skin aging. The results associated with each marker are used to determine your genetic predisposition in 5 genetic categories:



TEST CATEGORIES:

- [1] Firmness + Elasticity
- [2] Wrinkling (A.G.E.)
- [3] Sun Damage + Pigmentation
- [4] Free Radical Damage
- [5] Sensitivity + Inflammation

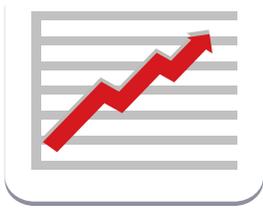
WHAT'S NEXT?

The sample is then used to create a personalised clinical prescription. This allows the customer, **through the guidance of their skincare professional (You!)**, to advance beyond the 'one-size-fits-all' suggestions. This information in conjunction with your professional services and products, provides your customers with the ultimate clinical solutions - allowing clients to achieve the optimum levels of both intrinsic and extrinsic protection for long-term results.

DID YOU KNOW?

SkinDNA™ helps alleviate the guesswork by providing you with the scientific evidence to help determine precisely what actions should be taken to slow down and even prevent some of the signs of aging.





HOW SkinDNA™ CAN HELP YOUR CLINIC

SkinDNA™ helps alleviate the guesswork for your customers with the use of forensic science. The customer report we provide highlights the precise course of actions needed to help slow down and prevent some of their signs. By providing a uniquely individualised 1 on 1 experience, we strengthen your client and clinician relationship. This has ultimately led to helping clinics retain their greatest asset - your customer.

- ✓ Round the clock **SUPPORT**.
- ✓ **COMPREHENSIVE** on-going training provided for your staff.

SUPPORT

As stockists of SkinDNA™ you will have round the clock support from our head quarters through your point of contact - SkinDNA™ Laboratory set up for all European customers.

TRAINING

As part of our service you will be provided with specialty training in our Genetics 101 course for you and your team. This will comprise of up to one full day depending on the size of your team.

SERVICE

This will comprise of up to one full day depending on the size of your team.

MEDIA

As part of our service you will be provided with extensive updates of our Media & PR Campaigns - SkinDNA media campaigns will comprise of monthly Newsletters, Magazine Editorials, Celebrity Events, Radio & TV and exclusive client offers.

3 SIMPLE STEPS:



STEP 1

Collect a saliva sample from your cheek using our easy-to-use DNA Collector.



STEP 2

Our accredited laboratory and scientists analyse your DNA through several testing processors. (5-10 days)



STEP 3

Receive your SkinDNA™ Results and discover what your DNA reveals about your skin.

ABOUT US

We are the pioneers in genetic skin profiling and specialize in providing a DNA dermal analysis that matches customers with the precise professional treatments, supplements and skincare based on their very own skin's blueprint. We are dedicated to the research and development of new therapies for skin improvement tailored to an individual's genetic makeup.

In partnership with geneticists, cosmetic physicians, skin scientists, and study participants, in 2008 the discovery of 16 genetic markers that played a role in dermal protection, premature aging and in determining the future outcomes of our skin were identified. This remarkable discovery unleashed a new era in personalized anti-aging medicine. We believe **when it comes to genetic variations and personalised health... One size does not fit all.**

Kind regards,
Lea. C. Lawrence, MIAM.,

SkinDNA™ Laboratory



—————> A Milestone in Genomic Research and Its Evolution into Skin Care Research