



A NEW APPROACH TO REVERSE AGING: RESVERATROL Red Wine Extract in Skin Care

TOPICAL APPLICATIONS OF SKIN CARE CAN "TURN ON" ADULT STEM CELLS

Recently, new genes have been discovered named Sirtuin 1 - 8. These genes (sometimes referred to as NANOG) directly impact the development of new cells. For our skin surface (epidermis), we are primarily interested in Sirtuin 1. Adult stem cells are present in our skin and other tissues at a rate of about 4-10%. Through Sirtuin Biology, we know that these adult stem cells are present, but "senescent" or dormant. We also know that these cells are "pluripotent" or able to become certain tissues in the body, including new collagen and elastin cells. In order to activate these dormant cells, we need a facilitating compound.

Recent studies have shown that the compound of nutrient chemicals found in RESVERATROL (Red Wine Extract) have the ability to switch these dormant cells into activity. They differentiate to target the areas of tissue that are most damaged. They do not make more copies of the old cells, but become totally new cells with an entirely new life span.

At IntegraDerm, our Vintage Wine for the Skin products were originally created to take advantage of the other benefits found in the interaction of these polyphenols, such as anti-oxidant protection for cell membranes and capillary, blood vessel and soft tissue support through release of harmful anti-inflammatory attachments to the lining. Using the newest research, we have reformulated products to take advantage of this newest information by creating time release formulas to make the Resveratrol most bio-available for the period of time necessary to "turn on" your own Adult Stem Cells to make new, fresh, undamaged and unblemished skin.

To support this process, "Activate Wine Serum" has been created to give the activity

necessary to activate the dormancy of your own adult stem cells. Created with certified organic and natural ingredients, it has the correct potency to deliver the nutrients needed to help create totally new cells. Other products in the line feature our specially created organic bouquet of burgundy scented essential oil and natural extracts developed using a French vinyard as our archetype. These products include our popular Eye Treat, Rich Wine Cream, Wine Cleanser and more. See our entire VINTAGE product line available through distributors of IntegraDerm products.