LUMINESCE™
cellular rejuvenation serum
CLINICAL TRIAL

INTRODUCTION:

LUMINESCE™ cellular rejuvenation serum is formulated with patent pending technology for the delivery of key growth factors found in natural human skin. These natural human growth factors include TGF β (1 3) [Transforming growth factor beta], PDGF [Platelet derived growth factor], GM CSF [Granulocyte macrophage colony stimulating factor], and Interleukins (IL3, IL6 8). As we age, the production of these growth factors within skin is reduced, and leads to wrinkling and thinning of the skin.

Re-introduction of these factors through daily application of LUMINESCE™ cellular rejuvenation serum supports your body's natural ability to renew, restore, and rejuvenate damaged skin cells. Thus the following study was conducted to test the effectiveness of LUMINESCE™ cellular rejuvenation serum on facial skin appearance, texture, firmness, color, and wrinkles.

METHODS:

Eighteen women, ages 36 55 (avg. 47 yrs. old) used LUMINESCE™ cellular rejuvenation serum twice daily for 90 days. A mild facial cleanser (Cetaphil Gentle Skin Cleanser) and daily lotion with SPF (Cetaphil daily facial moisturizer, SPF 15) was supplied to all participants to eliminate variability in daily regimens as well as skewing of results due to outside product effects. LUMINESCE™ cellular rejuvenation serum was applied to the face after cleansing with facial cleanser, and was then followed by application of moisturizer. Baseline pictures and skin evaluations were taken at the start of the study. Patients' skin was assessed clinically by a registered nurse/aesthetician, as well as by individual responses to a comprehensive questionnaire. Close up pictures were taken via a Polaroid Macro 5 SLR camera, and focused on left and right eyes (crow's feet areas), forehead regions, and mouth/labial fold areas. Participants returned for evaluations and pictures at 30, 60, and 90 days post baseline measurement. Throughout the study, four women dropped out due to noncompliance with regimen.

RESULTS:

In general, patients saw a 10 20% improvement in skin features within four weeks of use with LUMINESCE™ cellular rejuvenation serum, which improved another 10% after 12 weeks of use (see Table 1). The most notable improvements observed by the esthetician and patients were plumper, firmer, and brighter skin, improvement in wrinkles around the nasal labial fold lines, and significant improvement in skin dryness in patients with previous histories of dry skin. Three patients incurred acne outbreaks due to

TABLE I:
FACIAL SKIN IMPROVEMENTS FROM BASELINE

SKIN FACTORS	IMPOVEMENT (% ± SD)		
	30 DAYS	60 DAYS	90 DAYS
OVERALL APPEARANCE	10 ± 10	20 ± 10	20 ± 10
WRINKLES REDUCED	10 ± 10	10 ± 10	20 ± 10
CROWS FEET	10 ± 10	10 ± 10	20 ± 10
MOUTH/NASAL LABIAL FOLDS	10 ± 10	20 ± 10	20 ± 10
COLOR/TONE	10 ± 10	10 ± 10	20 ± 10
SMOOTHNESS/TEXTURE	10 ± 10	20 ± 10	30 ± 10
FIRMNESS	20 ± 20	20 ± 10	30 ± 10
DRYNESS	10 ± 20	20 ± 20	20 ± 20
PHOTO-DAMAGE	10 ± 10	10 ± 10	10 ± 10

RESULTS cont.:

application of LUMINESCE™ cellular rejuvenation serum, and one patient with acne prone skin experienced a decrease in cystic acne outbreaks with use of LUMINESCE™ cellular rejuvenation serum. LUMINESCE™ cellular rejuvenation serum was also found to eliminate the appearance of rosacea in the two women presenting rosacea in this study.

Overall, an average 50% of the participants saw mild improvement, 30% observed significant improvement, and 20% experienced little to no improvement to skin after 90 days use of LUMINESCE™ cellular rejuvenation serum (see Figure 1). There was no correlation between improvement outcome and the age of the patient. When asked to compare LUMINESCE™ cellular rejuvenation serum to other anti aging products, 50% of the patients found LUMINESCE™ cellular rejuvenation serum to be moderately more effective, 30% believed LUMINESCE™ cellular rejuvenation serum to be far more effective, 14% found LUMINESCE™ cellular rejuvenation serum to work the same, and 6% thought LUMINESCE™ cellular rejuvenation serum was slightly less effective in improving skin appearance compared to other products. LUMINESCE™ cellular rejuvenation serum was found to have good absorption into the skin, easy application, and did not irritate the skin. Participants were further questioned at the end of the study as to whether they would purchase and use LUMINESCE™ cellular rejuvenation serum in the future. 57% of the participants confirmed that they would continue the LUMINESCE™ cellular rejuvenation serum regimen, 36% would not buy LUMINESCE™, and 7% said they may buy LUMINESCE™ cellular rejuvenation serum, but it would depend on the cost.

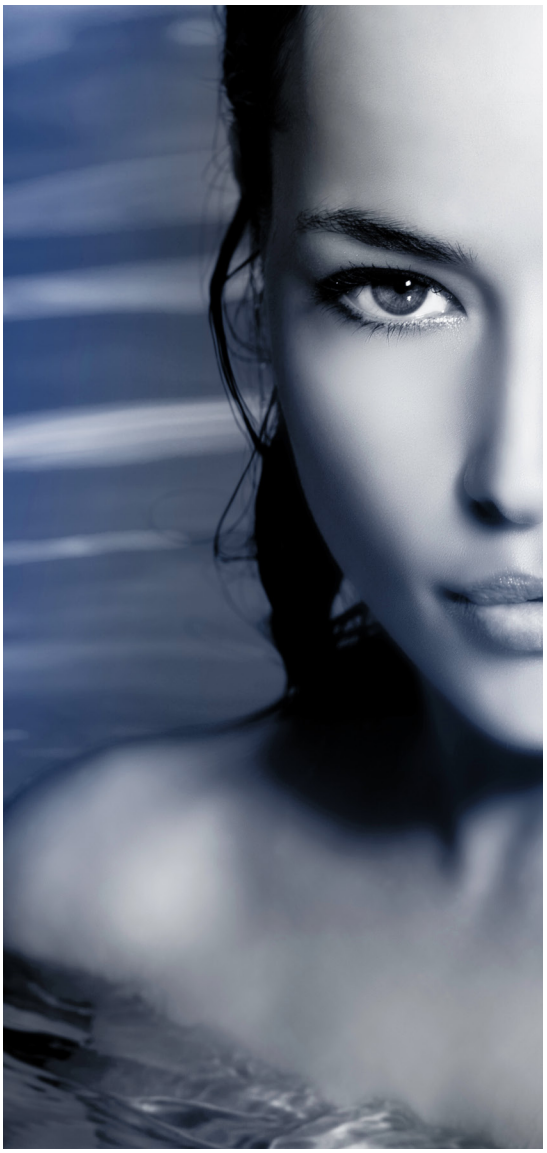


FIGURE I:
AVERAGE EFFECTS OF LUMINESCE™ CELLULAR REJUVENATION SERUM ON SKIN OVERALL APPEARANCE

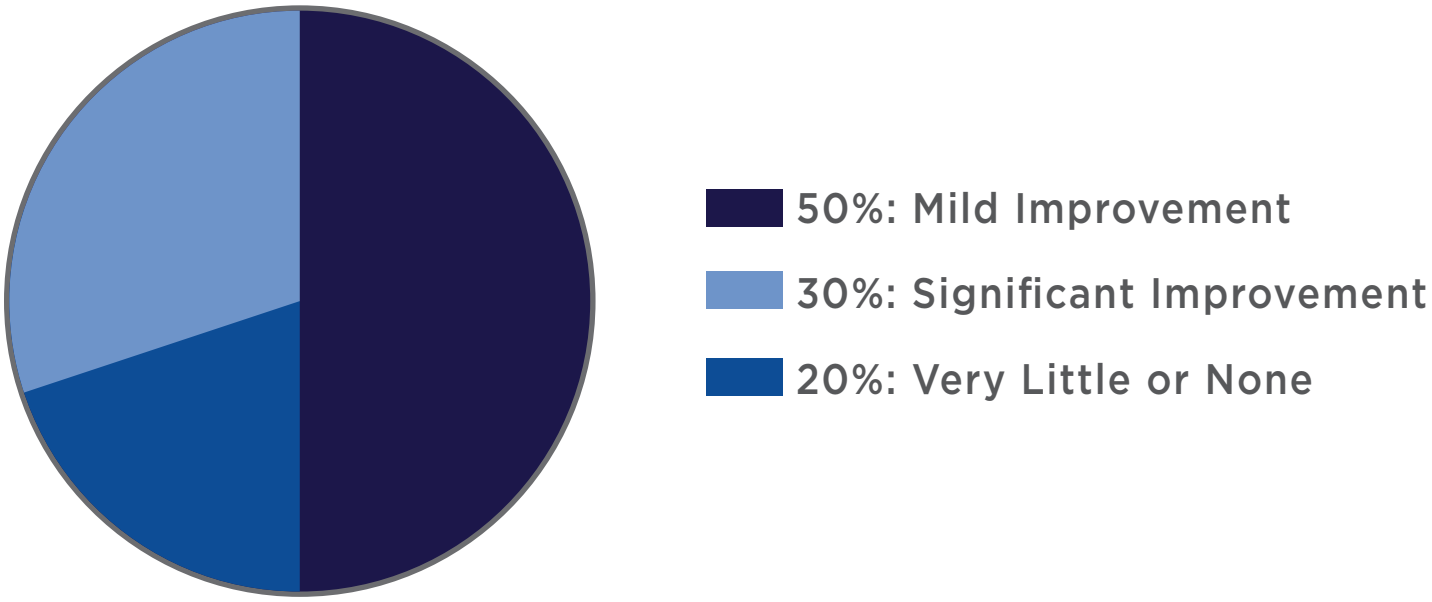


FIGURE 2:
COMPARISON OF LUMINESCE™ CELLULAR REJUVENATION SERUM TO OTHER PRODUCTS

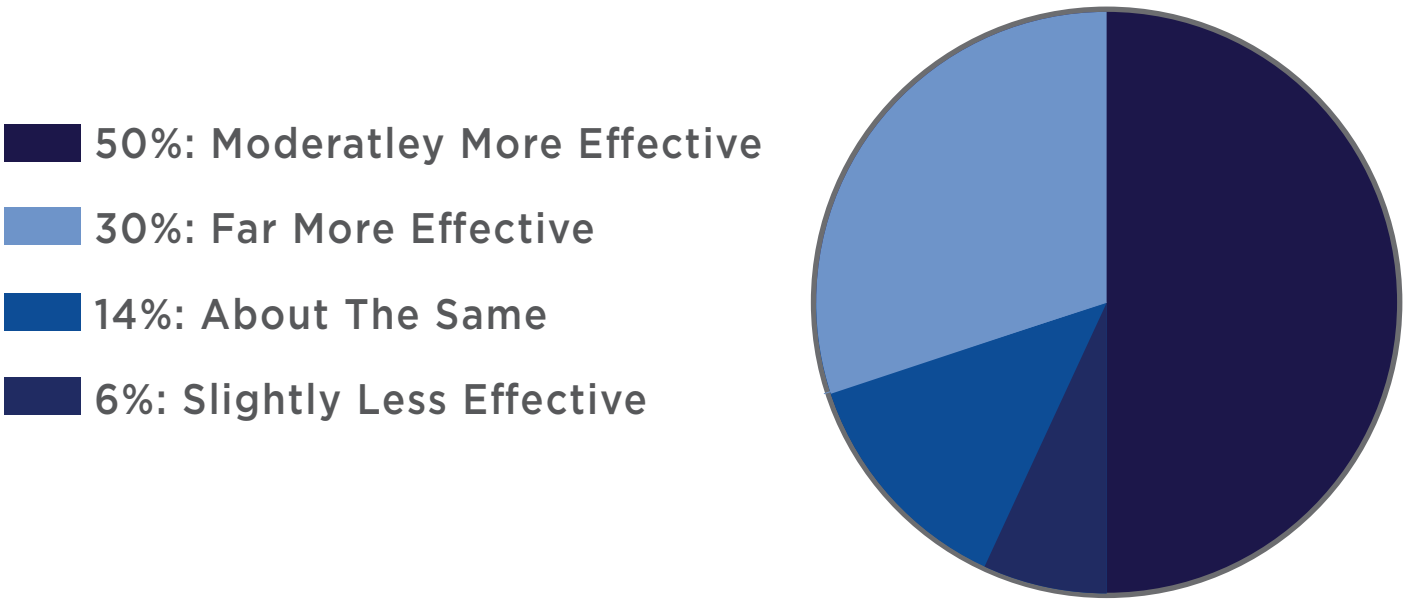
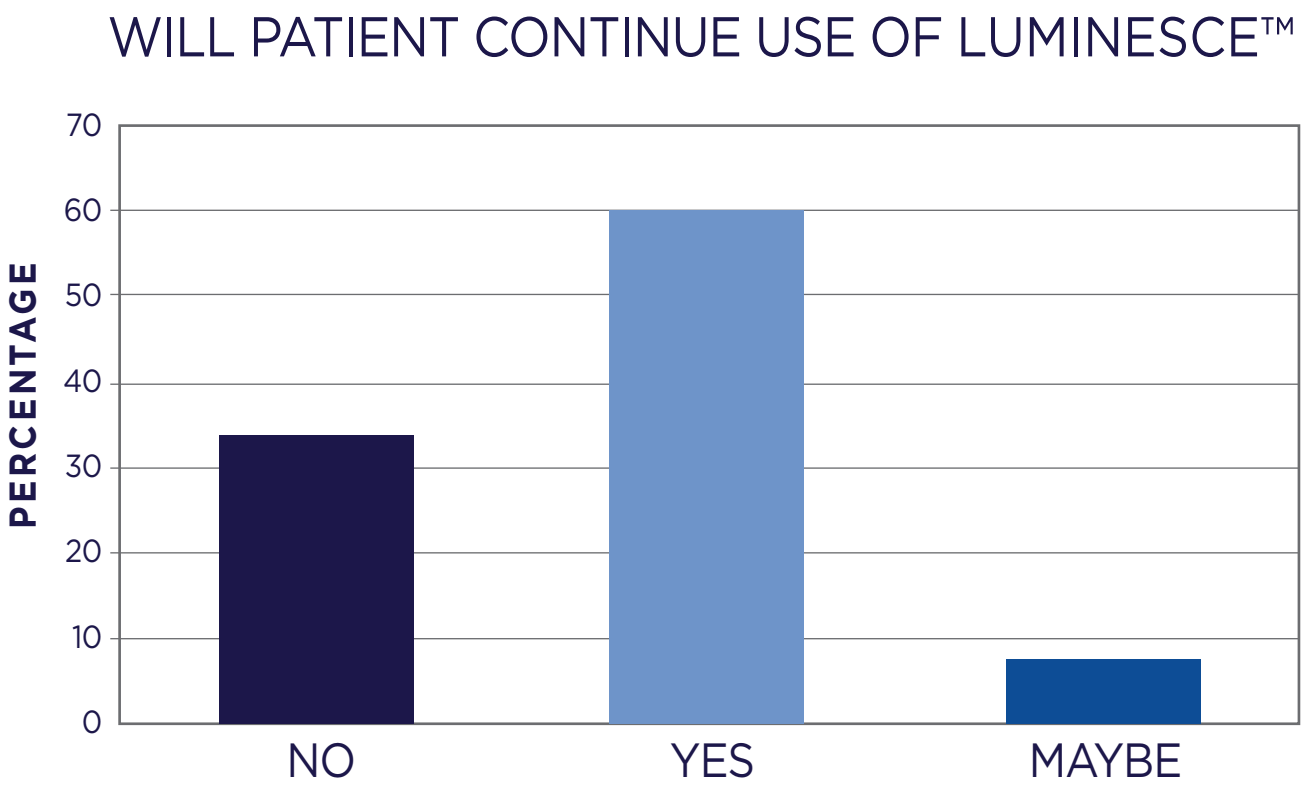


FIGURE 3:
CONTINUED USE OF LUMINESCE™ CELLULAR REJUVENATION SERUM



SIDE EFFECTS:

The only side effect experienced with LUMINESCE™ cellular rejuvenation serum in this study was the development of acne in three patients. Small, closed comedones and single pimples appeared in the chin, forehead, or cheekbone area of these patients. Use of LUMINESCE™ cellular rejuvenation serum was decreased to once per day for these women, and over time their outbreaks disappeared. There were no other side effects or skin reactions experienced with use of LUMINESCE™ cellular rejuvenation serum over the 90 day trial.

CONCLUSIONS:

In summary, 80% of the participants in this study saw some type of improvement to their skin appearance by use of LUMINESCE™ cellular rejuvenation serum. Significant results, however, were observed in only 30% of the patients. It is believed that the lack of significant findings in some patients is supported by the fact that patients with thick, oily skin types had little to no observable improvement to their skin. Further study is also necessary to confirm the findings of this trial, demonstrate whether more significant results can be obtained from an enhanced formulation, and variables should be blinded to study facilitators for unbiased analysis.

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