

Product Systems Backgrounder Celazome® Clinical Skincare

Overview

Dermazone Solutions manufacturer and marketer of the Celazome line of clinical skincare, therapeutic moisturizers and suncare products. Celazome products can now be purchased by consumers directly from Dermazone via the company's website (www.dermazone.com) or through select doctors, aestheticians and other skincare providers. Consumers can benefit from Dermazone's launch of its *Skinperative® Online Analyzer*, a process that serves as a virtual aesthetician for consumers, enabling the selection of the appropriate Celazome skincare regimen.

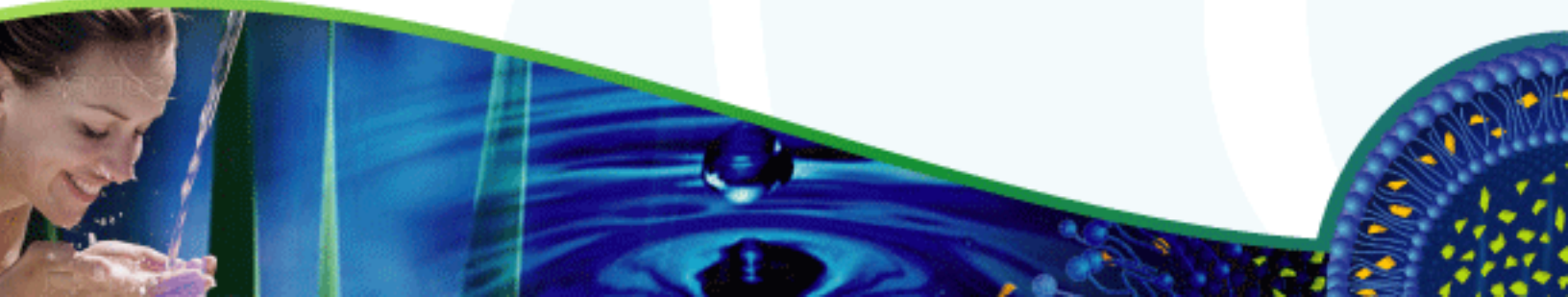
Lyphazome® Nanotechnology and Quality Ingredients

A crucial key to Celazome product effectiveness lies in Dermazone's patented nanotechnology. Lyphazome nanospheres—encapsulated delivery vessels loaded with bioactives, actives and moisture—allow Celazome products to provide significant, measurable advantages over comparable cosmeceutical products. These nanospheres penetrate deep into the epidermis to time-release key bioactives, actives and moisture when and where the skin needs them most. Dermazone's "perfectly-sized" nanospheres make this possible: at 1/50th the size of a human skin cell, or 125 to 150 nanometers in radius, they easily penetrate the skin's natural surface barrier without being counteractively absorbed prior to releasing their valuable ingredients. The company's nanosphere-enriched products contain at least an 80 percent concentration of nanosphere-encapsulated ingredients, at least a 75 times greater encapsulation concentration than comparable skincare products. Whereas time-released nanosphere-delivered ingredients provide nutrition throughout the day, the remaining 20 percent non-encapsulated ingredients provide immediate surface benefits, acting like "breakfast for the skin."

Dermazone formulates its products using only the pharmaceutical-quality bioactives and actives at their most effective levels, ensuring consumers gain maximum benefit with each use and guaranteeing noticeable results from many products in less than two weeks. Lyphazome nanospheres—built from plant-based, food-grade phospholipids—enable superior delivery of such key bioactives as peptides, Vitamin C, Retinol, Honeysuckle Extract, Olibanum Oil, Birch Leaf Extract, Green Tea Extract, Rose Centifolia Water, Ylang Ylang Oil, Lecithin, Red Marine Algae Extract, Complex Origanum and numerous others. In addition, when appropriate Dermazone products feature proven active ingredients in quantities confirmed to produce indicated results.

The Skinperative Online Analyzer

Skin properties vary widely, so more often than not no "one-size fits all" product recommendation proves effective for every user's unique characteristics.



Because of this, Dermazone created the *Skinperative Online Analyzer*, a self-guided question and answer process available via the company's website that provides consumers with reliable advice concerning their most appropriate skin care regimens. This in-depth, comprehensive assessment analyzes a user's skin type, daily activities and environmental conditions as would a dermatologist or aesthetician. Subsequently, the consumer receives a personalized, exacting skin-care regimen. As a result, all consumers can benefit from the quality and proven technology offered only in Celazome products, without the time or expense a visit to a doctor or aesthetician can present.

Celazome® Products

The Celazome line contains twenty-eight products that can combine in myriad ways to create a customized skin-care regimen based on a consumer's unique skin-properties. In addition, Dermazone denotes eight products with its *Skinperative®* designation, an indication that each exhibit multi-purpose properties benefiting virtually any skin type.

Facial Cleansers

Celazome product line features four cleansers. These cleansers offer maximum benefits with key proprietary bioactive blends. Skincare experts acknowledge that the synergy of bioactive ingredients included in each produces maximum skin benefits.

- **Botanical Hydrating Cleanser:** The proprietary customized blend of Hybrid Sunflower Oil, Squalane and Ylang Ylang Oil balance and calm, hydrate, soften and sooth. The *Skinperative Online Analyzer* typically recommends this cleanser for consumers with dry skin, extreme sensitivity, or who experience very low humidity or frequent winter-like temperatures. 6 oz. MSRP \$26.00
- **Botanical Balancing Cleanser:** Recommend as part of a complete skin care regimen most skin types, especially those with a combination of dryness and oiliness or skin that tends to change in response to fluctuating environmental conditions, this light exfoliating cleanser controls excess sebum without drying skin. The proprietary blend of bioactives includes Algae Extracts, Fruit Acids, Synergy Oils and Green Tea Extracts. 6 oz. MSRP \$26.00
- **Gly-Clear Cleanser:** Glycolic skincare regimens benefit consumers with age-damaged skin or skin needing freshening and resurfacing. Gly-Clear Cleanser serves as a dual purpose step that first resurfaces and cleanses the skin, then prepares skin for other glycolic treatments. A proprietary blend of Glycolic Acid, Fruit Acids and Green Tea Extract leaves skin feeling flawless. 6 oz. MSRP \$26.00
- **O•Plex Wash:** This cleanser, intended for those with oily or problematic skin, thoroughly lifts impurities and removes excess sebum without drying skin. In addition to Complex Origanum, O•Plex Wash contains Jojoba Oil and Glycerin for moisture and hydration, as well as natural Bisabolol, a soothing and calming Chamomile derivative with strong anti-irritant properties. 6 oz. MSRP \$26.00

Facial Toners

Dermazone offers two toners; both toners use Dermazone’s patented Lyphazomes® to deliver key bioactives.

- **Rosewater Clarifier:** Safe for even the most sensitive skin—even delicate eye area skin—this *Skinperative*® serves as both a toner and an eye-makeup remover. The perfect toner for all but the most oily or acne-prone skin types, *Skinperative Online Analyzer* recommends this toner as a part of most skin care regimens. Custom-blended bioactives in the Celazome® Rosewater Clarifier are Lyphazomes, Rose Centifolia Water, Birch Leaf Extract and Sodium PCA. 7 oz. MSRP \$29.00
- **O•Plex Mist:** Lyphazome® nanospheres time-release proprietary Complex Origanum to tackle acne all day long. O•Plex Mist stimulates capillary activity for detoxifying results, while balancing sebum production and tightening and refining pores. Lecithin acts as a moisturizer and antioxidant. 4 fl. oz. MSRP \$25.00

Facial Masques

The Celazome line’s two facial masques provide a visual and tactile “lift” while preparing the skin for moisturizing and repairing products. Lyphazome® nanospheres promote delivery of masque bioactives over time and to the deepest layers of the epidermis.

- **Enzyme Exfoliating Masque:** A designated *Skinperative* ideal for all skin types, users achieve smooth, soft, healthy-looking skin in just ten minutes with Dermazone’s Enzyme Exfoliating Masque. This masque does not use any gritty, “scrub-to-exfoliate” method, but rather features a targeted bioactive blend—including Bromelain, a derivative of Pineapple Extract—that works in harmony to remove dead skin cells without irritating healthy cells. Results: touchably smooth, visibly glowing skin. 1.7 oz MSRP \$30.00
- **Botanical Hydrating Masque:** A bi-weekly drench of moisture, Lyphazome nanospheres deliver water with a proprietary bioactive blend of Algae Extract, Squalane, Beta Glucan and Synergy Oils. A luxurious masque for naturally dry or climate-dried skin. 1.7 oz. MSRP \$30.00

Facial Moisturizers

Multi-functional Celazome facial moisturizers feature Lyphazome-nanospheres for time-released delivery of key bioactives to the deepest layers. The *Skinperative Online Analyzer* provided the best way for consumers to determine the appropriate morning, evening and occasional moisturizer.

- **Serum Vitae:** A powerful serum, consumers should not be thrown by the unique “slick” texture and light almond color of Serum Vitae. Lyphazome nanospheres deliver a customized mix of key bioactives including Vitamin C, Retinol, Beta Glucan and Synergy Oils to stimulate dermis repair and cell renewal while providing both hydration and antioxidants. An excellent daily moisturizer for oily skin, Serum Vitae visibly improves skin’s clarity, reduces fine lines and wrinkles, and effectively relieves Rosacea symptoms. 1.7 oz. MSRP \$54.00
- **Daily Antioxidant Moisture Supplement:** Additional moisture, combined with antioxidants, improves skin’s clarity and reduces fine lines and wrinkles fast. Nanosphere-delivered ingredients ensure moisture, repair skin cells and stimulate cell renewal throughout the day. People with combination skin or skin with climate

changes can benefit from this balancing moisture supplement featuring a proprietary blend of Lyphazomes, Vitamin C, Retinol, Natural Bisabolol, Synergy Oils and Green Tea Extract. 1.7 oz. MSRP \$52.00

- Restorative Treatment Cream: A must have for dry and sensitive skin, Dermazone's Restorative Cream delivers rich and luxurious moisture and antioxidants with and within Lyphazome nanospheres to restore moisture balance, improve clarity and reduce fine lines and wrinkles. Its healing properties make it an important addition to the skin care collection of anyone looking to calm such skin irritations as blemishes, sunburn, sun damage or other environmental damage. 1.7 oz. MSRP \$58.00
- Celazome Botanical Moisturizer with SPF 15: Another *Skinperative*[®] and a part of Dermazone's Sunwise[™] Collection, the Botanical Moisturizer with SPF 15 combines luxurious hydration with daily sunscreen appropriate for all skin types. The perfect moisturizer alone or under makeup, its proven UVA II/UVB broad spectrum non-comedogenic, sweat proof, waterproof, rub proof protection lasts eight hours. One application lasts all day. 2 oz. MSRP \$27.00
- Hydracell[®]: Dermazone's most Lyphazome nanosphere-rich facial moisturizer provides relief for dryness and a long-term solution for chronic dry skin. With a unique blend of concentrated moisture and key bioactives, Hydracell eliminates itchiness, flakiness, tightness and irritation, and promotes softer, smoother skin. While Lyphazome nanospheres time-release large quantities of water deep into the epidermis, this intense moisturizer also strengthens skin and repairs its lipid barrier with key bioactives, including a nine percent concentration of transdermal and essential oils, and marine extracts. 1.7 oz. MSRP: \$56.00

Facial Treatments

These facial treatments correct, resurface and nourish skin while maximizing the effectiveness of other Celazome[®] products. As the pièces des resistance of the Celazome product line, Dermazone designed each to tackle some of skin's most dramatic problems using hydrating Lyphazome nanospheres to ensure gentle treatment.

- Eyelyph Serum: The dramatic lessening of dark circles around the eyes has netted Eyelyph Serum a huge following. Add the benefits of reduced sagging, puffiness, fine lines and wrinkles, and you have another *Skinperative*! Containing Lyphazomes loaded with such bioactives as Vitamin C, Green Tea Extract and Honeysuckle Extract, Eyelyph Serum can be applied once in the morning for all day corrective treatment. 0.5 oz MSRP \$ 48.00
- Fade Shades[®]: Sun damage, climate factors and age can yield skin discolorations. With just two weeks of *Fade Shades* use most users experience dramatic, visible correction of such discolorations. Concentrated amounts of hydrating Lyphazome[®] nanospheres deliver Glycolic and Kojic Acids, and a two percent concentration of the active ingredient Hydroquinone, making Fade Shades[®] the smartest approach to skin lightening available. 1.25 oz. MSRP \$42.00
- Glycolic Treatments: Celazome glycolic product treatments provide a significant advantage over other glycolic products. While non-encapsulated Glycolic Acid resurfaces the skin's uppermost layer, Lyphazome nanospheres hydrate skin with Beta Glucan and water. Dermazone's resulting products provide all of the benefits of traditional glycolics without dryness, peeling or redness.

- Gly-Daily Lotion reduces signs of aging with a time-released reconditioning formula that resurfaces skin to minimize the appearance of fine lines and wrinkles. Plus, hydrating Lyphazome nanospheres deliver Beta Glucan for additional skin hydration not available within comparable glycolic cosmeceutical products. 1.7 oz. MSRP \$44.00
- Gly-Repair Cream provides intensive age correction. Like the Gly-Daily Lotion, it reduces signs of aging while delivering superior moisture via nanosphere-encapsulated Beta Glucan and water. Intense concentrations of Glycolic and Fruit Acids resurface skin while repairing fine lines and wrinkles. 1.7 oz. MSRP \$54.00
- O•Plex Target: This spot treatment combines the powerful antibacterial properties of proprietary Complex Origanum—clinically proven to inhibit *P. Acnes* and other bacteria known to cause acne—with the company’s patented Lyphazome® nanospheres to tackle blemishes and improve both skin appearance and integrity. Complex Origanum, Tea Tree Oil, Red Marine Algae and other natural ingredients remedy the problem at its source, while also providing all-day hydration and lipid barrier repair. 0.5 oz. MSRP \$24.00

The Treat Collection

- Lip Treat™: Patented Lyphazome nanospheres deliver ten key bioactive ingredients in this four-in-one formula: long lasting hydration for fast and dramatic lip repair; nourishing age correction with powerful antioxidants and botanicals; protection from daily stress; and, plumper, younger-looking lips by collagen stimulation. The user gets short and long-term plumping benefits with daily and long-term moisturizing benefits. Lip Treat comes with Dermazone’s *Skinperative*® designation. .33 oz. MSRP \$38.00
- Tip Treat™: The world’s first cuticle exfoliator, moisturizer and protectant in one. Just one application strips away tough, difficult to treat cuticle skin, provides luxurious hydration with deep-penetrating Lyphazome nanospheres, and defends frequently used fingers and toes from everyday damage. This single “3-in-1” product eliminates time consuming, multi-product processes, or the time and expense of visiting a manicurist. A designated *Skinperative*, Tip Treat’s unique formula uses Bromelain (Pineapple Extract) to dissolve dead skin and speed the development of healthy new cells. 0.5 oz. MSRP \$22.00
- Eye Treat™: Dermazone’s most potent eye treatment combines the miraculous anti-wrinkle properties of thirteen bioactives including proven peptides with patented nanotechnology that delivers ingredients deep beneath the skin’s surface. Eye Treat provides both immediate and cumulative benefits by building collagen, brightening skin and reducing inflammation, resulting in more youthful eyes with each use. 0.5 oz. MSRP \$78.00

O•Plex with Complex Origanum

- O•Plex Acne Treatment System: The O•Plex Acne Treatment System is the world’s first cosmeceutical acne treatment line to harness the power of wild Oregano Oil—clinically proven to inhibit *P. Acnes* and other bacteria known to cause acne—to gently clear problematic skin quickly without dryness. Featuring

proprietary Complex Origanmun, it consists of the following three products, used together mornings and evenings for maximum results:

- **O•Plex Wash:** This cleanser, intended for those with oily or problematic skin, thoroughly lifts impurities and removes excess sebum without drying skin. In addition to Complex Origanum, O•Plex Wash contains Jojoba Oil and Glycerin for moisture and hydration, as well as natural Bisabolol, a soothing and calming Chamomile derivative with strong anti-irritant properties. As the first step in the cleansing process, O•Plex Wash should be used mornings and evenings. 6 oz. MSRP \$26.00
- **O•Plex Mist:** Lyphazome® nanospheres time-release proprietary Complex Origanum to tackle acne all day long. O•Plex Mist stimulates capillary activity for detoxifying results, while balancing sebum production and tightening and refining pores. Lecithin acts as a moisturizer and antioxidant. O•Plex Mist follows O•Plex Wash mornings and evenings. 4 oz. MSRP \$25.00
- **O•Plex Control:** Step three of the O•Plex system, Control uses nanosphere-delivered Complex Origanum to clear up existing acne and prevent new blemishes from forming. Salicylic Acid dissolves dead skin cells and unclogs pores; Retinol stimulates collagen production and accelerates cell replacement; and finally, Tocopheryl Acetate acts as a powerful free-radical scavenger and antioxidant. Lecithin and Glycerin ensure sustained moisture and hydration. 2 oz. MSRP \$46.00
- **O•Plex Target:** This spot treatment combines the powerful antibacterial properties of proprietary Complex Origanum—clinically proven to inhibit *P. Acnes* and other bacteria known to cause acne—with the company’s patented Lyphazome® nanospheres to tackle blemishes and improve both skin appearance and integrity. Complex Origanum, Tea Tree Oil, Red Marine Algae and other natural ingredients remedy the problem at its source, while also providing all-day hydration and lipid barrier repair. 0.5 oz. MSRP \$24.00

Body Moisturizers

- **Penetrating Body Lotion:** This product delivers time-released, long-lasting hydration to deep layers of the epidermis, making it extremely effective in the treatment of psoriasis, eczema and burn damage. In a double-blind study demonstrated Penetrating Lotion proved as effective at treating plantar xerosis (a skin disorder associated with circulatory diseases such as diabetes) as “LacHydrin,” a 12% ammonium lactate compound available by prescription only. 8 oz. MSRP \$19.50.
- **Penetrating Body Cream:** Indicated for severely dry skin, this Cream is Dermazone’s most intense body moisturizer. Combining deep penetrating, water-enriched, Lyphazome nanospheres with a Lecithin-based sealing barrier to minimize transdermal moisture loss, one application of Penetrating Moisturizing Cream effectively treats the roughness, itching, cracking and flaking associated with severe dry skin all day. It is particularly recommended for tough-to-penetrate, callused elbows and knees, chapped hands and cracked feet. 4 oz. MSRP: \$19.00
- **Spoil Me™ Body Moisturizer:** A Dermazone *Skinperative*®, Celazome® Spoil Me Body Moisturizer lives up to its name. This luxurious body moisturizer delivers long lasting hydration and nourishment from head to toe. With consistent use, users find the flakiness and itching associated with dry skin vanishes. And its’

light formula penetrates quickly, with no heavy or greasy feel. Sesame Seed Oil, Glycerin, Lecithin, Rose hips Extract, Althea Extract, and other bioactives are blended to create this pampering body lotion. 7 oz. MSRP \$24.00

The Sunwise™ Collection

- Moisturizing Sunscreen Max SPF 29: Sweat- and rubproof, Max SPF 29 protects skin from not only UVA-II and UVB rays, but also dangerous and ever-present UVA-I rays. Max SPF 29 also meets the stringent UVA photostability and 100-percent UVA blocking standards set by Australia where a vast portion of the population currently suffers from skin cancer. This formula is particularly recommended for fair skinned individuals, people with a history of actinic keratosis or skin cancer, and anyone using medications that cause sun sensitivity. The product contains the active ingredient Parsol® 1789 for UVA-I protection. 4 oz. MSRP: \$ 25.00
- Moisturizing Sunscreen SPF 30: A great, year-round choice for active, water-intensive activities and for those requiring all-day waterproof coverage, this non-comedogenic, greaseless, fragrance- and PABA free formula allows users to stay in the sun 30 times longer than they could without sun protection. Further, patented Lyphazome® nanospheres time-release bioactives, actives and long-lasting hydration deep within the skin over eight hours or more, meaning Moisturizing Sunscreen SPF 30 protects all-day without wearing off and without reapplication. This Dermazone designated *Skinperative*® benefits virtually every skin type. 4 oz. MSRP: \$ 24.00
- Botanical Moisturizer with SPF 15: Another *Skinperative*, the Botanical Moisturizer with SPF 15 combines luxurious hydration with daily sunscreen appropriate for all skin types. The perfect moisturizer alone or under makeup, its proven UVA II/UVB broad spectrum non-comedogenic, sweat proof, waterproof, rub proof protection lasts eight hours. One application lasts all day. 2 oz. MSRP \$27.00
- Inside Tan™: Inside Tan is more than a sunless tanner—it's a moisturizer with sunless tanning benefits and requires no additional moisturizer during application. This “two-in-one” formula delivers potent moisturizers and tanning agents deep into the skin where they are protected from daily surface exfoliation. Plus, active ingredients enveloped within Lyphazomes nanospheres activate over time, continuously renewing color. 6 oz. MSRP: \$28.00



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