

 SKINCEUTICALS

# HYALURONIC ACID INTENSIFIER

CORRECTIVE SERUM AMPLIFIES SKIN'S  
HYALURONIC ACID LEVELS BY 30%

- | FIRMNESS REINFORCED
- | SMOOTHNESS REDEFINED
- | PLUMPNESS RENEWED

**NEW**



SKINCEUTICALS

**H.A. INTENSIFIER**

MULTI-FUNCTIONAL SERUM  
TO HELP AMPLIFY SKIN'S  
HYALURONIC ACID LEVELS

**CORRECT**

# THE ROLE OF HYALURONIC ACID IN SKIN

Hyaluronic acid (HA) is found throughout the body. In skin, HA helps support biomechanical properties and it plays an important role in maintaining moisture.

## THE DECLINING LIFESPAN OF HYALURONIC ACID

Hyaluronic acid (HA) has a short lifecycle in skin, with 30%-50% degrading every 24 hours. With age, the skin's ability to produce HA decreases. HA production starts to decline in the 20s and this decline accelerates in the 40s. Decreased production and rapid degradation of HA contribute to the signs of aging, including decreased firmness, less facial plumpness, and rough texture.



MID-20s

30s AND 40s

50+

- Minor shadows
- Fine lines
- Dull skin texture
- Shifting of volume to the lower face
- More pronounced wrinkles around the eyes and mouth
- Rough, uneven skin texture
- Deepening of wrinkles
- Formation of jowls and loss of skin tautness
- Rough, uneven skin texture

Stern R., Maibach H.I., Hyaluronan in skin: aspects of aging and its pharmacologic modulation, *Clin Dermatol*, 2008. 26(2):106–122.

Frantz, C., Stewart, K. M., & Weaver, V. M., The extracellular matrix at a glance, *Journal of Cell Science*, 2010. 123(24), 4195–4200.

Papakonstantinou, E., Roth, M., & Karakiulakis, G., Hyaluronic acid: A key molecule in skin aging, *Dermato-Endocrinology*, 2012. 4(3), 253–258.

Landau, M., Fagien, S., Science of hyaluronic acid beyond filling: Fibroblasts and their response to the extracellular matrix, *Plast Reconstr Surg*, 2015. 136:188S-95S.

# A REVOLUTIONARY CORRECTIVE SERUM AMPLIFIES HYALURONIC ACID LEVELS

H.A. Intensifier is a multi-beneficial corrective serum containing Proxylane™, botanical extracts of licorice root and purple rice, and a high concentration of pure hyaluronic acid (HA) to support skin's natural HA reservoir and help renew plumpness, elasticity, and firmness. The appearance of crow's feet, laugh lines and marionette lines is reduced, and a taut, smooth canvas is formed to help refine skin's complexion.

## PROXYLANE™

- Proprietary ingredient designed to support skin's hyaluronic acid levels
- Helps maintain the integrity of skin's matrix for improved firmness



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## PURPLE RICE EXTRACT + DIPOTASSIUM GLYCYRRHIZATE

- Purple rice is an ancient Chinese rice and Dipotassium Glycyrrhizate is the principle component of licorice root
- Together these ingredients help preserve hyaluronic acid content in skin

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## HYALURONIC ACID

- Present as a combination of full molecular weight, fragmented, and encapsulated chains
- Provides long-lasting surface hydration to improve skin's texture

# CLINICAL IMPROVEMENT IN KEY AGING SKIN CONCERNS



**AVERAGE** results for laugh lines (A) and marionette lines (B)

23% **IMPROVEMENT IN PLUMPNESS**

9% **DECREASE IN SAGGINESS**

11% **IMPROVEMENT IN FIRMNESS**

13% **IMPROVEMENT IN ELASTICITY**

18% **IMPROVEMENT IN TEXTURE**

<sup>1</sup>Protocol: A 12-week, single-center, clinical study was conducted on 59 females, ages 42-60, with mild to moderate facial sagging and loss of firmness, rough skin texture, nasolabial fold wrinkles, marionette wrinkles, and presence of fine lines/wrinkles in the crow's feet area. H.A. Intensifier was used twice daily in conjunction with Gentle Cleanser and a sunscreen. Efficacy and tolerability evaluations were conducted at baseline and at weeks 4, 8, and 12.

# CLINICALLY VALIDATED RESULTS

## INCREASE IN HYALURONIC ACID CONTENT

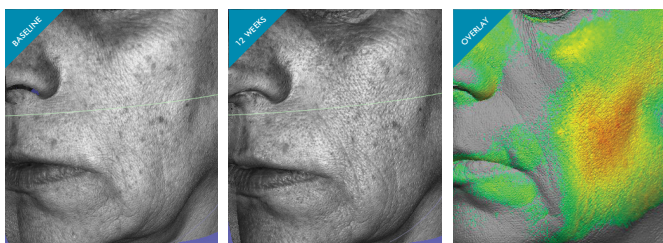
In a 4-week study, daily use of H.A. Intensifier resulted in a **30%** increase in hyaluronic acid content.

Protocol: A 4-week study on 12 females, ages 45-65. Hyaluronic acid localization was visualized using a biotinylated hyaluronic acid binding protein and streptavidin-conjugated horse radish peroxidase.

## SIGNIFICANT IMPROVEMENT IN PLUMPNESS

3D visualization is a qualitative method that illustrates the evolution of plumpness over various time points.

In a study focusing on the cheek region, 3D images demonstrate a continued improvement in plumpness between baseline and week 12. The color visualizes the change in plumpness between baseline and week 12.



Baseline image alone

Week 12 image alone

3D visualization image of week 12 overlay of baseline image.

### **AVERAGE** results for cheek region plumpness

#### MAGNITUDE OF CHANGE



Protocol: A 12-week study on 30 females ages 40-60. H.A. Intensifier was used twice daily in conjunction with a sunscreen. Fringe projection images were collected at baseline and week 12 using an AEVA-HE system.

# H.A. INTENSIFIER: SUGGESTED AT-HOME CORRECTIVE REGIMENS

CONCERN			
MILD DISCOLORATION AND EARLY SIGNS OF AGING SKIN	 PHLORETIN CF®	 H.A. INTENSIFIER + METACELL RENEWAL B <sub>3</sub>	 PHYSICAL FUSION UV DEFENSE SPF 50
DRYNESS AND LOSS OF FULLNESS	 C E FERULIC®	 H.A. INTENSIFIER + TRIPLE LIPID RESTORE 2:4:2	 SHEER PHYSICAL UV DEFENSE SPF 50
WRINKLES AND LAXITY	 C E FERULIC®	 H.A. INTENSIFIER + A.G.E. INTERRUPTER	 ULTIMATE UV DEFENSE SPF 30

When adding new products to a skin care routine, it is best to start new product usage one time per day and gradually increase usage, as tolerated, or according to your doctor's recommendation.