

Skin Health Facts

Genetic Science Delivers Anti-Aging Insights

(NAPSA)—If you think your friend looks young for her age because she was born with good genes, you're probably right. But what you may not know is that advances in genetic science can help cosmetic companies deliver more effective formulations, helping you look younger, too.

"Advanced anti-aging skin care addresses aging at the source—in our genes," explained Helen Knaggs, Ph.D., vice president of global research and development for Nu Skin. "By using DNA heat maps, researchers are beginning to understand the effect ingredients can have on the regulation of gene expression associated with skin aging."

Nu Skin, a manufacturer of premium personal care products, recently identified functional groups of genes, or what they call Youth Gene Clusters (YGCs), that are related to the visible appearance of aging in the skin. Using proprietary understanding, Nu Skin can measure how ingredients target and reset YGCs responsible for skin aging to a more youthful pattern, resulting in more effective anti-aging skin care formulations.

The science has many applications for both skin care and nutrition and has been incorporated into the company's new daily skin care system. The ageLOC Transformation set includes a combination cleanser-toner, a day moisturizer with SPF 22, a night cream and an anti-aging serum.

A clinical trial by a clinical research organization found that 100 percent of study participants using Nu Skin's ageLOC Transformation system saw improvements in signs of skin aging, such as a more youthful structure, smoother



Youthful-looking skin may become easier to achieve thanks to advances in genetic science.

texture, more even tone, increased hydration and radiance, and a reduction in the appearance of fine lines and wrinkles, pore size and discoloration.

"The clinical results of the ageLOC products surpassed our expectations," said Knaggs. "Our test subjects saw benefits within one week on all eight major signs of aging and the improvements continued to increase throughout the 12-week trial period."

Lindy Franciose, an aesthetician for more than 25 years, was at first very skeptical about all the hype regarding the new ageLOC products and their anti-aging properties. But in four weeks' time, she reported her skin had become more luminous, vibrant and firm. "I noticed the lines around my mouth and eyes appeared smoother," she said. "It was very impressive and it keeps getting better. My age may be 60, but no one would be able to guess it."

Learn more at (800) 487-1000 and www.nuskinusa.com.