

### A Rejuvenating Look At Anti-Aging Skin Treatments

(NAPSA)—While many women know the benefits of moisturizing the skin, there is a growing understanding of the importance of exfoliation as a part of a good skin care regimen. Regular exfoliation decreases dead skin cell build-up by exposing fresh cells and improving the appearance of fine lines and wrinkles.

This may account for the interest in glycolic acid skin care products, which exfoliate and bind to moisture, transporting water through the outer layer of the skin. Daily use will result in a more youthful appearance.

In a recent clinical study of a glycolic based skin care product line called VIVITE™, the appearance of rough, dry facial skin and fine lines and wrinkles was significantly improved in the 22 women who used the products for three weeks. Specifically, fine lines and wrinkles were reduced 22 percent, skin moisture content increased by 36 percent, skin smoothness showed an improvement of 54 percent and dryness decreased 65 percent.

“To keep skin looking young and fresh, the ideal regimen should include physician-strength products such as VIVITE™ skin care products that exfoliate, hydrate and protect,” says Dr. Jeanine Downie, a noted dermatologist.

Jodi Sancetta, one of the first to try the new line, asserted, “My dermatologist recommended that I use skin care products containing glycolic acid, so I tried the VIVITE™ skin care line. In less



**A new skin care product is formulated with GLX Technology™, the latest innovation in skin care, which creates a highly specialized blend of hydrating glycolic acid and powerful, natural antioxidants.**

than a month I noticed an improvement in the glow-factor of my skin. I am even using less makeup now!”

Only products in this line have proprietary GLX Technology™, which creates a highly specialized blend of hydrating glycolic acid in concentrations of up to 20 percent and powerful, natural antioxidants such as vitamin C, vitamin E, green tea, pomegranate and olive leaf extract to protect and soothe the skin. The glycolic acid in VIVITE™ skin care products is safe for at-home use because it undergoes a process that allows it to release over an extended period of time.

The VIVITE™ skin care line was developed by Allergan, a company that is well established in anti-aging skin care.