

The “Fountain Of Youth” Source Revealed?

(NAPSA)—Advances in anti-aging skin care have brought beauty to a new level—from over-the-counter remedies to cosmetic procedures and plastic surgery, but not everyone is ready to take such extreme measures.

In an independent global survey of more than 750 women, among women bothered by the signs of aging, 79 percent said they'd like their skin to look and feel like new skin and 85 percent said they would not undergo a cosmetic procedure to achieve that result.

Before you resort to the needle or knife, you may like to know one of the hottest ingredients in the war against wrinkles is available at drug and department stores. Pentapeptides, a strand of amino acids discovered during wound healing research to regenerate damaged skin, is now a noninvasive skin care ingredient available over-the-counter in products such as Olay Regenerist.

As skin matures, the combination of time, stress and the environment undermines its natural ability to renew itself. Wrinkles and fine lines become more noticeable, cell turnover slows and skin tends to lose its elasticity. Pentapeptides renew skin's outer layer by accelerating newer cells to the surface. With daily use, this breakthrough ingredient



provides an immediate improvement and longer-term anti-aging benefits—resulting in skin that looks, feels and behaves more like new skin.

“I recommend products containing pentapeptides because they improve the appearance of photo-damaged skin,” explains Dr. Diane Berson, New York City dermatologist. “Pentapeptides are accessible to my patients, even at their local drugstore.”

Olay Regenerist Enhancing Lotion, Perfecting Cream, Daily Regenerating Serum, Continuous Night Recovery and Eye Lifting Serum harness the power of amino-peptide complexes that include pentapeptide in formulas that retail for under \$20 at local drugstores and discount retailers. For more information log on to regenerist.com.