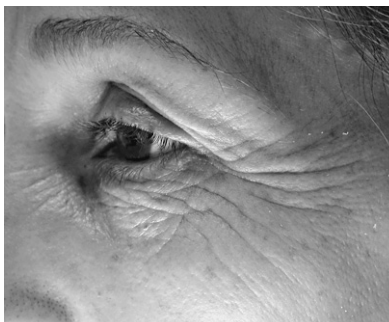


# Skin Sense

facts from the experts

## Peptides—Age Defying And Popular



**Rejuvenation is the name of the game when it comes to skin care. The two photos—“before” (left) and “after” (right)—show the results of a 30 day clinical trial using an advanced peptide.**

(NAPSA)—Every few years, the skin care industry announces the latest breakthrough in the quest for the fountain of youth. First it was alpha hydroxy acid (AHA) and then it was Botox™. Now, the latest ingredient that promises to blow all others out of the water are peptides. More potent than AHA's and less painful than a needle, peptides promise to radically deliver the results we've always dreamed of—supersexy, radiantly glowing skin. Combined with a decrease of fine lines and wrinkles, all signs point to a home run.

### **Rejuvenation, Topically Applied**

Rejuvenation is the name of the game when it comes to anti-aging skin care—women want back that glow, that radiance, that wrinkle- and line-free face of their youth, without the acne. Most of the products marketed today to improve the appearance of the skin are in the category of cosmeceuticals, which are cosmetic-pharmaceutical hybrids intended to enhance the health, and subsequently the beauty, of skin. Topically applied, they contain ingredients that influence the biological function of the skin. Peptides do just that. They zero in on specific creases and wrinkles as well as hyperpigmentation, dark circles and other tell tale signs of aging and significantly reduce their appearance.

One of the most advanced peptides was clinically tested and the results were a reduction of deep wrinkles up to 98 percent. The peptide, created by Sederma, can also reduce the surface occupied by medium wrinkles up to 86 percent. Alette Cosmetics was the first company in the nation to offer the peptide, to the public through its Age Defiance Firming Serum. The company has also created a whole skin care collection based on this breakthrough technology—it is combined with the collagen-synthesizing ingredient Biopeptide-CL and an active soy/rice peptide complex to create Derma-CL, an exclusive biopeptide complex that targets the genes that cause premature fine lines.

### **Anti-Aging Ingredient**

Women who are weary of going under the knife (or under the needle!) have been looking for their own equally effective answers in the search for beautiful skin and it looks like they may finally have their answer: an anti-aging ingredient that knows exactly where to focus its energies for a multitude of aging dilemmas. Alette's Age Defiance Serum has been clinically proven to help women reclaim the smooth, supple skin of their youth.

To learn more, please visit [www.alette.com](http://www.alette.com).