

# Younger-looking, Healthier Skin

## Scientists Tap New Technologies For Gentler Anti-Aging Alternatives



(NAPSA)—If your crow's feet make you want to fly away and your laugh lines aren't funny anymore—take heart. A new wave of non-surgical anti-aging options is emerging.

Despite the fact that nine million cosmetic procedures such as laser resurfacing, Botox injections and chemical peels were performed in 2001, 85% of women say they aren't ready to take this route to get rid of wrinkles. While dermatologists agree that medical treatments are the gold standard, they say topical anti-aging products also play an important role.

However, as dermatologist and Stanford University researcher Dr. Alexa Kimball explains, some people find their skin is too sensitive to use some of the most popular topical treatments available today.

"Some of the most effective anti-aging treatments work by temporarily irritating or damaging the top layers of skin in order to trigger new growth," says Dr. Kimball. "Now, new research on peptides which stimulate skin's natural rebuilding processes are leading to the development of a whole new class of highly effective and at the same time gentler anti-aging options."

### **The Science of "Signal Peptides"**

Research on wound healing supported by the National Institutes of Health found that peptides—tiny chains of amino acids found in collagen—play a critical role in signaling skin cells to repair. "Signal peptides" are already well-known for their roles in wound healing, endocrine function, and nerve transmission. Additional research found that when a signal peptide called Pal-KTTKS is applied to the skin, special cells start generating the proteins necessary to produce new, healthy skin.

In July 2002 at the World Congress of Dermatology in Paris,

hundreds of skin experts from around the world heard about Pal-KTTKS research. Studies showed Pal-KTTKS is as effective as retinol—a popular anti-aging substance—at improving the skin's elasticity and reducing the appearance of fine lines and wrinkles, but without the irritation. Other studies showed Pal-KTTKS helped promote the growth of collagen and other proteins needed for younger-looking skin.

### **"Signal Peptides" Signal the Next Anti-Aging Trend**

Recognizing this prior research, scientists at Procter & Gamble incorporated Pal-KTTKS into an Amino-Peptide Complex for cosmetic application and now have found that it accelerates newer cells to the surface to reveal newer skin.

"The Amino-Peptide Complex—which combines Pal-KTTKS with several essential vitamins—yields anti-aging benefits without the risk of irritation commonly associated with products that are this effective," says Lauren Thaman Hodges, Associate Director, P&G. "It's exciting to use this new peptide technology to offer women a different option for achieving younger looking skin."

Researchers at P&G and other scientists are continuing to study Pal-KTTKS and the Amino-Peptide Complex. P&G indicates that the Amino-Peptide Complex will be available to consumers in 2003 in its new Olay Regenerist product line.

"In the past, women have looked specifically for products with alpha-hydroxy acids or retinols to fight signs of aging," says Dr. Kimball. "There is solid evidence that peptides work without irritation, and I think we'll now start seeing more products available that take advantage of this technology."

For more information about anti-aging and peptides, visit [www.aminopeptide.com](http://www.aminopeptide.com).