

## WHAT DOES THE "PERCENTAGE" OF AN ACTIVE INGREDIENT MEAN TO YOU?

Have you ever found yourself wondering why costly, specially formulated skin care products just don't work, regardless of the strength or percentage of actives? Often the percentage or strength of an active ingredient plays no significant role on the efficacy of the product. Chirality is certainly not a term many people are familiar with, Chiral translates into "handedness". Just as our hands are mirror images of one another, researchers now conclude that molecules are the same way: all molecules exist in both a right-handed and left-handed form, or isomer.

The very best combination of nature and science. The different isomers have different effects on your body. Skincare brands have been adding molecules into products with both isomers present at the same time. When this happens, there are three possible effects upon the body:

1. *The body will recognize and use one side while considering the other side to be waste and disposing of it.*
2. *Each isomer will cancel one another out and there will be no effect on the body.*
3. *The incompatible side will cause harm and be considered toxic by the body and most likely lead to free radical production.*

For example Vitamin C, or ascorbic acid, known for years to boost immune system function, helps fight oxidants, and can even stimulate the synthesis of collagen, which is why it is such a popular ingredient in skin care products — especially anti-aging remedies. Theoretically, Vitamin C should be positively great for skin care — so why don't all skin care products with this beneficial nutrient work?

It's because ascorbic acid, exists as two isomers: L-ascorbic acid and R-ascorbic acid. The L-ascorbic acid has all the beneficial properties listed above and is a great inclusion in any skin care product.

R-ascorbic acid, however, leads to increased dryness, itching and free radical production. Few skin care brands isolate the molecules into their respective isomers and instead present both of them at the same time, leading to adverse effects or no effect at all.

While the availability of chirally correct skin care products may be somewhat limited for the time being, the essential roles that they play ensure that chirality is something more manufacturers and more consumers will be seeking out in the months and years to come.

# CHIRALLY CORRECT

## Retinol

Retinol is widely found in nature and helps to speed up the metabolism of the skin cells, leading to faster regeneration, rejuvenation, and the appearance of that youthful, healthy glow.

## Pentapeptides

Group of Amino Acids - Accelerates collagen and elastin production to further reduce the formation of lines and wrinkles.

## Hyaluronic Acid

Hyaluronic acid is a highly concentrated anti-ageing, moisture binding and skin repairing facial treatment. It slows down the ageing process re-plumping and "filling in" wrinkles.

## Ascorbic Acid (L)

Chirally correct form of Vitamin C. Strengthens the capillaries, cell walls and increases the efficacy of your sunscreen considerably by better regulating melanin production and hindering hyper-pigmentation.

## Niacinamide

Decreases inflammation, decreases oiliness, alleviates atopic dermatitis from acne, decreases UV induced skin damage, helps decrease hyper-pigmentation and increases synthesis of collagen, and is a coenzyme factor of Vitamin B.

## WHAT IS A NAPPI CODE?

A globally unique coding system, for all pharmaceutical, surgical and health care consumables products in RSA. NAPPI codes enable the provider to claim for products via a unique, scheme-recognised, code.

DermaFix NAPPI CODED products:

|                        |            |
|------------------------|------------|
| Brightening Night      | 714444-001 |
| MelanoDerm             | 710670-001 |
| HydraSilk Cleanser     | 715231-001 |
| Corrective Eye Complex | 715229-001 |
| Ceramide Complex       | 715230-001 |

DermaFix Cosmeceuticals specialize in bringing you cutting edge ingredient breakthroughs and treatment solutions without the use of chemical parabens and animal testing...

At last, genuine cosmeceutical skincare!