

News for Women

Bionic Advancements In Beauty

(NAPSA)—Many women dream of having superpowers. And now, thanks to new beauty technology, they can have them—in their makeup cases.

Recent advances in skin care product technology—including the patented “bionic” technology and anti-aging benefits of a new product line—are giving women even more options for looking and feeling better about themselves.

Antioxidants are organic substances that slow or prevent the oxidation of molecules that can cause free radicals—oxygen molecules that cause cells to break down, in turn causing skin damage. Vitamins A, C and E are all antioxidants, and key ingredients in skin creams.

Other beneficial antioxidants include polyhydroxy acids (PHAs), which provide anti-aging and skin-smoothing effects while offering several therapeutic benefits. This is especially good news for people with sensitive skin, who might find the previous generation of this technology—alpha hydroxy acids (AHAs)—too strong.

Having a variety of skin care products available makes sense because no two women have skin that is exactly the same. Some factors that can affect skin's quality include:

- **Age.** As we age, the skin's natural process of cell renewal slows down. Over time, skin becomes dry and unevenly toned, losing its firmness and healthy glow.
- **Climate.** Repeated exposure to the hot sun or cold, dry air of winter can do a number on skin.
- **Sun damage.** In addition to drying out the skin, sun exposure



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can also lead to discoloration, fine lines and wrinkles.

- **Sensitive skin.** Some people have naturally sensitive skin, or react to certain ingredients in skin care products.

No matter what skin you're in, new PHA technology can help bring out your best. For example, the Exuviance line by NeoStrata has taken hydroxy acids into the future with lactobionic acids that have anti-aging “superpowers.” These PHA formulations have exhibited strong anti-aging effects, including marked improvements in skin clarity and notable skin-plumping effects.

“Following 12 weeks of twice-daily use, results demonstrated that these PHA products are compatible with clinically sensitive skin,” explains Barbara Green, skin care expert. “This gentleness is further supported by the consistently lower scores for PHA creams in the Cumulative Irritation Studies and in sting tests.”

For additional information, visit www.neostrata.com.