

## MDEthics

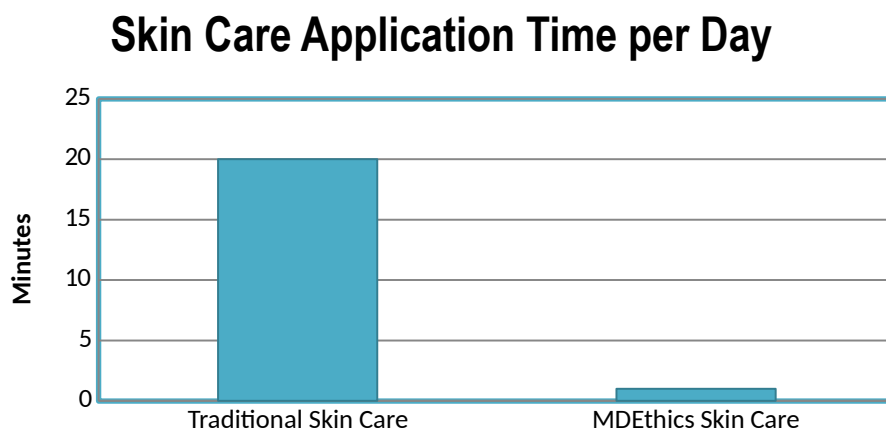
# ADVANCED ANTI-AGING SERUM

## SYNOPSIS

**MDEthics Advanced Anti-Aging Serum** was developed by physicians to deliver maximum therapeutic results in a single product. Most skin care companies maximize profit by selling multiple products. This is simply unnecessary. Using state of the art formulation strategies and computer analytics, we have reversed this trend. MDEthics was created to put integrity back into skin care and deliver results worthy of the medical profession. **MDEthics Advanced Anti-Aging Serum** combines the potent natural power of over 10 products into a rich and luxurious serum that leaves the face refreshed, hydrated, smooth, all the while aggressively leading the fight to slow the aging process.

## TIME FOR A NEW APPROACH

Proper daily skin care can correct and minimize the signs of aging and environmental damage. Fine lines, deep wrinkles, brown spots, texture changes and large pores are the natural results of aging. Skin care, as defined by large marketing companies, can involve as many as 8 different products. Morning and night application of these products in the correct order takes way too much time. Even the most conscientious person often abandons complicated skin care regimens after a short period of time. MDEthics believes it is time for a new approach. Our goal is to provide a better result, for less money and with minimal time commitment. **MDEthics Advanced Anti-Aging Serum** is applied twice daily to clean skin. In less than 1 minute per day MDEthics Advanced Anti-Aging Serum delivers potent natural ingredients found in over 10 traditional skin care products.



## A PRODUCT WITH PURPOSE

**MDEthics Advanced Anti-Aging Serum** is heavily researched and uniquely formulated by physicians to address the major concerns of aging skin. Most skin care products are developed around a single ingredient that is emphasized for marketing purposes. This allows the companies to reduce their costs, increase the number of products and maximize total sales. The MDEthics approach is simple: use the best ingredients to create one superior product, make it simple to use and at an affordable cost. **MDEthics Advanced Anti-Aging Serum** combines high levels of potent natural ingredients into a single product which addresses a multitude of skin concerns for people with busy lifestyles.

## IT'S WHAT'S INSIDE THAT COUNTS

The ingredients in **MDEthics Advanced Anti-Aging Serum** represent the most current technology in skin care. Although research and the development of newer sophisticated drugs and procedures is a staple of modern medicine, many products on the market today utilize ingredients and research from 10-20 years ago. MDEthics believes skin care deserves the best science has to offer. **MDEthics Advanced Anti-Aging Serum** contains the very best ingredients *proven* to correct aging skin and minimize the signs of the aging process.



### Vitamin C (Ethyl-Ascorbic Acid)

Because of ongoing oxidation, most skin care products with vitamin C (ascorbic acid) actually contain only a very small amount of the vitamin. MDEthics uses a unique stable form of vitamin C called Ethyl-Ascorbic acid. This provides a much more potent formulation that stays active until the very last drop. Our stable vitamin C brightens and whitens the skin, promoting collagen synthesis and scavenging free radicals while reducing the appearance of dark spots and hyperpigmentation.



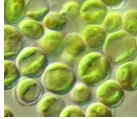
### Lenz Esculenta (Lentil) Seed Extract

Dilated pores lead to oily, uneven skin texture. This is caused by excess sebum production, and laxity of the pore wall. Lentil Seed extract reduces sebum secretion, strengthens the extracellular matrix of the skin, and normalizes keratin production. A reduction in pore size helps create a smoother complexion and a softer feel.



### Manihot Esculenta Tuber Extract

Sagging, loose skin robs our faces of youthful definition and resilience. Manihot Esculenta Tuber lifts and tightens the tissue which is especially important in the thin, delicate eyelid and neck skin. With the manihot esculenta tuber extract you will see an immediate increase in skin tightening.



### Chlorella Vulgaris Extract

Collagen is important for plump, supple skin and a youthful appearance. Chlorella Vulgaris is an algae rich in the amino acids Lysine, Proline, Glycine, and Alanine which are the essential building blocks of proteins. Chlorella Vulgaris stimulates collagen production and increases the dermal matrix while also preventing the breakdown of existing collagen and increasing the density of the epidermal layer.

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### Acetyl Hexapeptide-8

Reducing facial muscle contractions causes diminished appearance of wrinkles and can smooth fine lines due to frowning and squinting. Acetyl Hexapeptide-8 is a peptide that has been shown to reduce the force of facial muscle contractions.



### Crithmum Maritimum Extract

Retinol, a vitamin A derivative has been used for decades to smooth wrinkles and thicken skin. Crithmum Maritimum (sea fennel plant) is an extremely powerful retinol alternative. Unlike a traditional retinol that leaves skin raw and irritated, crithmum maritimum *reduces* inflammation, stimulates cell renewal and lowers cell adhesion to reduce fine lines and wrinkles, reduce sebum production and increase epidermal thickness.



### Ergothioneine

DNA damage from UV light ages skin and leads to skin cancer. Ergothioneine is a powerful antioxidant that occurs naturally in the skin. Ergothioneine from mushrooms helps to limit DNA damage and protect mitochondria from free radicals generated during energy production. It repairs damage to mitochondrial DNA and inhibits lipid peroxidation more effectively than Coenzyme Q10 or Ubiquinone.



### Astaxanthin

Major signs of aging skin are wrinkles and age spots. Natural algae Astaxanthin is *the* most powerful antioxidant with potent anti-inflammatory effects. Its unique molecular structure allows it to reside in the cell membrane and protect both the inside *and* outside of cell from free radical attack to reduce oxidative stress and inflammation. By inhibiting the production and oxidation of melanin, Astaxanthin reduces wrinkles and lightens age spots to revitalize sun damaged skin.



### Salicornia Herbacea

Smooth, supple skin is synonymous with youth and good health. This potent extract from the Glasswort plant increases skin moisture by over 6000% by reducing TransEpidermal Water Loss (TEWL) and TransEpidermal Urea Loss (TEUL). It also increases filaggrin expression and epidermal lipid production to improve epidermal sealing and increase epidermal density.



### Gallic Acid

Uneven skin tone, redness and pigmentation issues have multiple causes. Gallic acid, a very powerful antioxidant, is an organic acid found in a variety of foods and herbs. By targeting multiple biological pathways, gallic acid has been clinically shown to reduce redness by 600%, decrease melanin in hyperpigmented spots by 150% and can increase skin brightness by a factor of 18.



### Sodium Hyaluronate

Inflammation, decreased collagen production, and thin skin are the hallmarks of aged, sun damaged skin. Sodium hyaluronate is a naturally derived salt of Hyaluronic Acid with a smaller weight that allows it to easily penetrate the skin. It provides intense hydration by absorbing up to 1000 times its weight in water to plump the skin and reduce the appearance of wrinkles. Sodium hyaluronate also stimulates collagen production and reduces inflammation.



### Macadamia Ternifolia Seed Oil

Macadamia oil is perfectly suited to delay skin and cell aging, regenerate and moisturize the skin, and prevent TransEpidermal Water Loss (TEWL). Macadamia Oil is rich in phytosterols that constitute the building blocks of the skin cell membranes. Its unique fatty acid profile (Palmitoleic Acid, Oleic Acid and Linoleic Acid) help calm and heal irritated skin.

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## INTEGRITY IN SKIN CARE

The physician developers of ***MDEthics Advanced Anti-Aging Serum*** took great care in researching, selecting and testing the best natural ingredients to deliver rapid, visible results and simplify the skin care process. Regardless of cost, the absolute best ingredients were chosen placing the health of the user above all else.

***MDEthics Advanced Anti-Aging Serum*** is formulated **WITHOUT:**

**Parabens, Silicones, Phthalates, Gluten, Animal Products, Harmful Preservatives or Dyes.**

## CONCLUSION

As we age, our desire to maintain and/or restore a youthful appearance becomes more important. Achieving that goal can be confusing and frustrating with so many substandard products on the market all promising a solution. Our physicians identified the need for a powerful, healthy, simplified, and time-saving approach to skin care. Considering the hollow promises of many other products, we invested 3 years researching, formulating and testing to ensure that ***MDEthics Advanced Anti-Aging Serum*** delivers the results. The sophisticated combination of natural ingredients formulated in a single product yields tremendous benefits while freeing users from the time, expense, and confusion of complicated skin care regimens.



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