



PDRN  
NAD



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Introducing 1<sup>st</sup> time in

India | World

# AA<sup>TM</sup> COMPLEX

Innovative DNA Repairing, Brightening & Age Reversing Concentrate



Pack size  
**30ml**

MRP  
**2400/-**

## Skin Regenerating Complex

PDRN		1%
NAD		1%
Gwhite <sup>®</sup> VCE		20%
Farmcare Cica <sup>®</sup>		1%
Hyaluronic acid <sup>®</sup>		1%
Ferulic acid		0.5%
Vitamin E		0.5%

## Reverses all signs of Aging

-  **Fine Lines & Wrinkles**
-  **Uneven Skin Tone**
-  **Dullness**
-  **Rough skin texture**
-  **Dry skin**
-  **Visible pores**
-  **Blotchiness & age spots**
-  **Dark circles**
-  **Puffiness**
-  **Sensitivity**

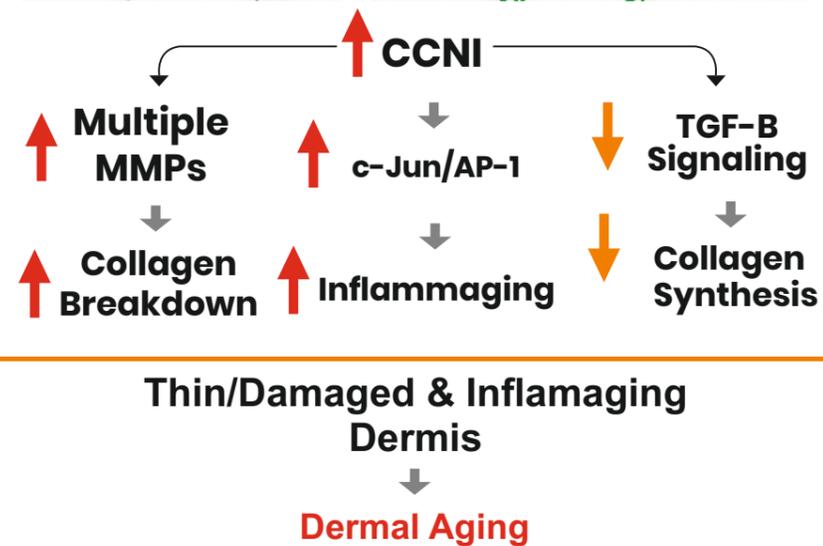
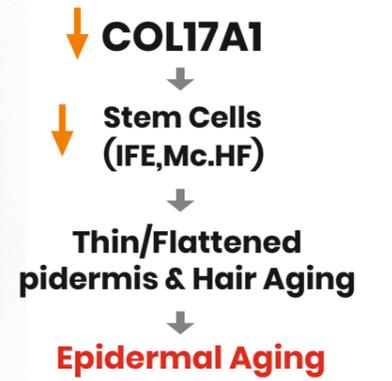
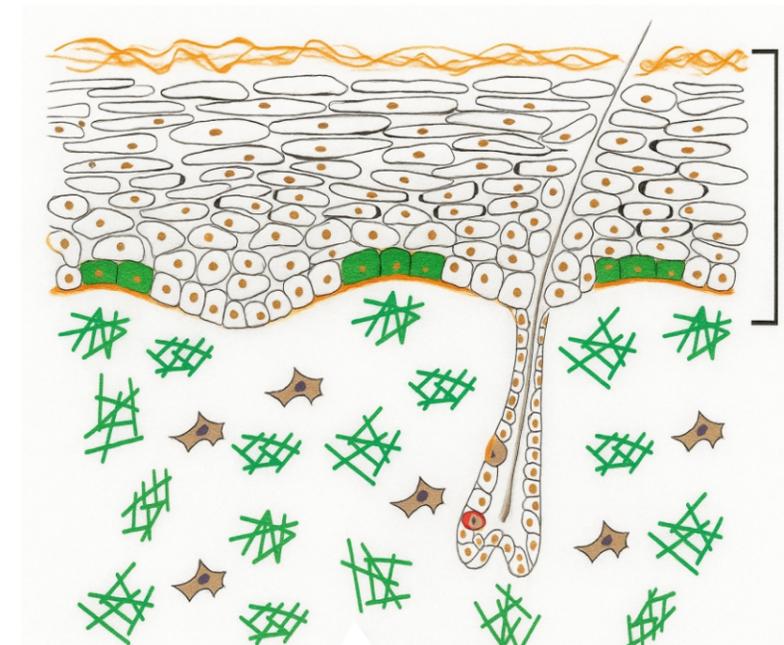
# Beyond Epidermis & Dermis...Modifications required in Genes

## Epidermis

- Thinning
- Melanocyte Reduction
- Altered Keratinocytes
- Basal Lamina Thinning

## Dermis

- Collagen and Elastin Reduction
- Fibroblast Alterations:
- Compacted Collagen
- Reduced Rete Ridges and Dermal Papillae



## CELLULAR REGENERATION IS THE ONLY SOLUTION



Senescence



Metabolic slowdown



Oxidative Stress



Genomic instability



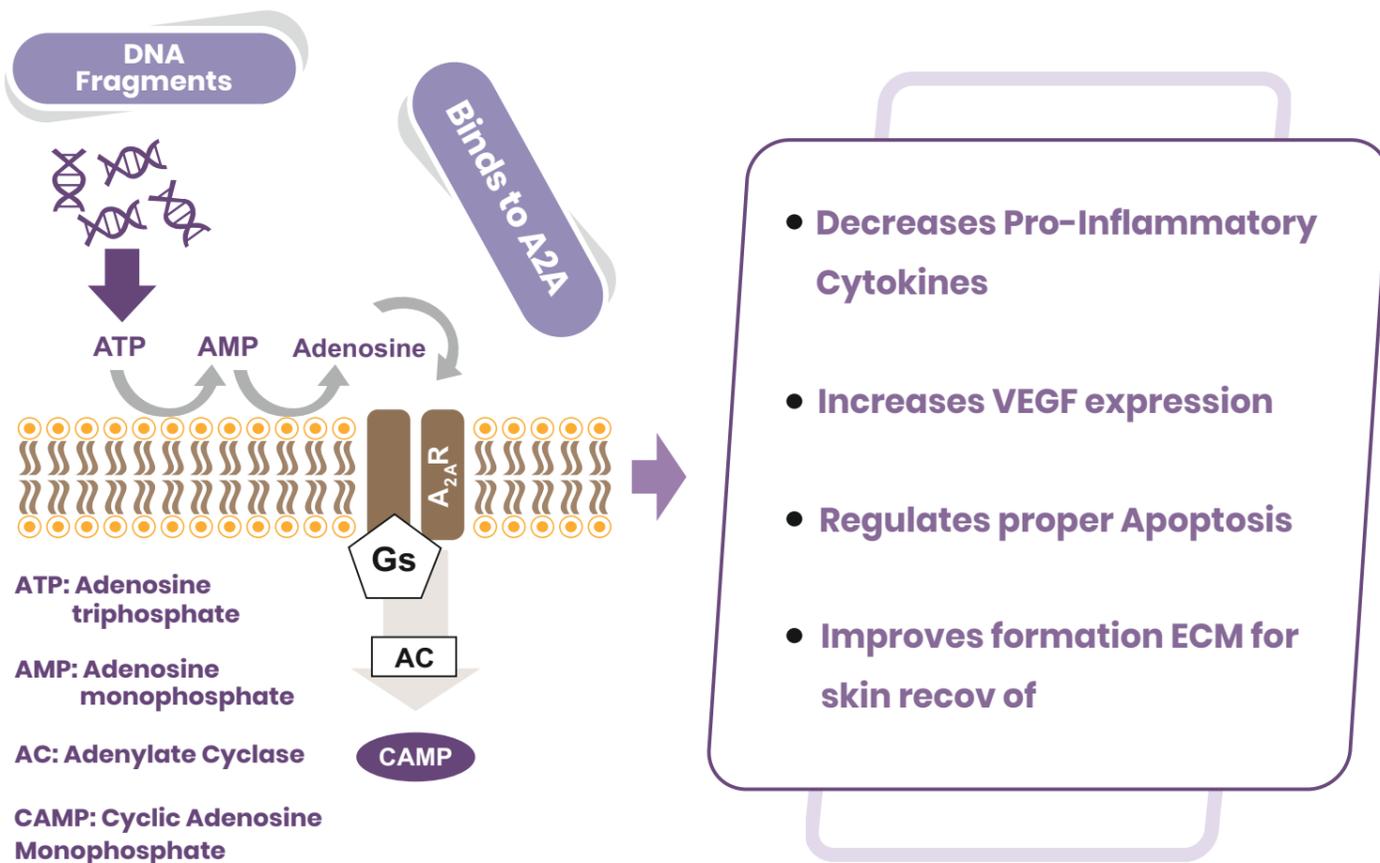
Impaired cell immunity

# PDRN 1% Natural DNA Repairant

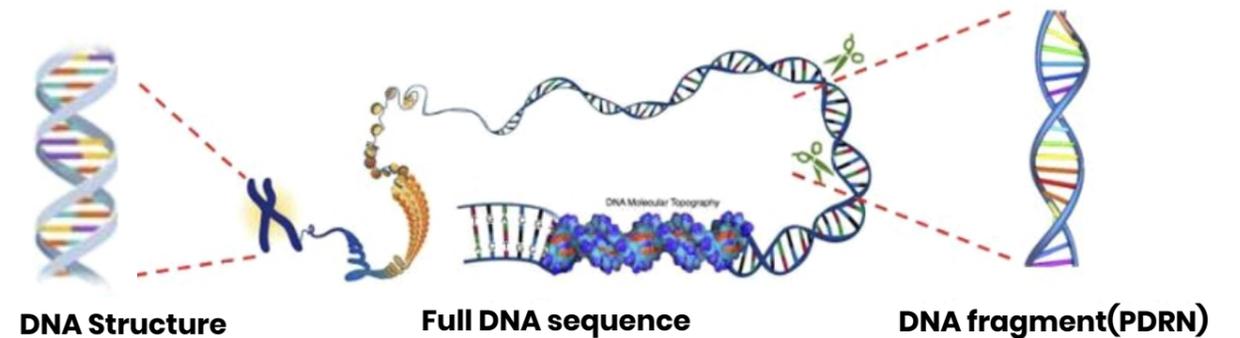
## Low molecular weight 100- 325 kDA

Polydeoxyribonucleotide (PDRN) are DNA fragments that have been cleaved into smaller sizes through various physical or chemical methods.

### MOA



## Natural origin



### Skin Benefits

#### Skin Regeneration & Promote Recovery

PDRN stimulates the repair and regeneration of skin cells, helping to replace damaged or aged cells with newer, healthier ones.

#### Skin Tone Improvement

Enhanced blood flow ensures that skin cells receive ample oxygen and nutrients. Better microcirculation supports healthier skin metabolism, which can result in a more radiant and evenly toned appearance.

#### Calming & Stress care

PDRN reduces inflammatory cytokines by activating the adenosine A<sub>2A</sub> receptor, which suppresses the production of cytokines like TNF- $\alpha$ , IL-1 $\beta$ , and IL-6.

#### Moisturizing

The improved structure of the regenerated skin by producing collagen and other essential proteins, it supports effective retention of internal moisture, keeping the skin consistently hydrated.

# NAD 1% Fuel of cell energy

**Nicotinamide Adenine Dinucleotide (NAD) Is Coenzyme Involved In Redox Reaction, Metabolism, Gene Expression & Dna Repair.**

## Targets Cellular Aging

- Quickly repairs DNA
- Regulates epigenetics
- Normalizes mitochondrial function
- Regenerates keratinocytes
- Promotes collagen synthesis

## Regulates Hallmarks of Aging

### UNDERLYING HALLMARKS OF CELLULAR AGING

HALLMARK	
Genomic instability	
Telomere attrition	
Epigenetic alterations	
Loss of proteostasis	
Deregulated nutrient-sensing	
Mitochondrial dysfunction	
Cellular senescence	
Stem cell exhaustion	
Altered intercellular communication	

## Skin Benefits

Increased production of Collagen & Elastin

Regeneration of extracellular matrix

Increased epidermal thickness

Increased cellular turnover

Increased regenerative capacity

Faster wound healing

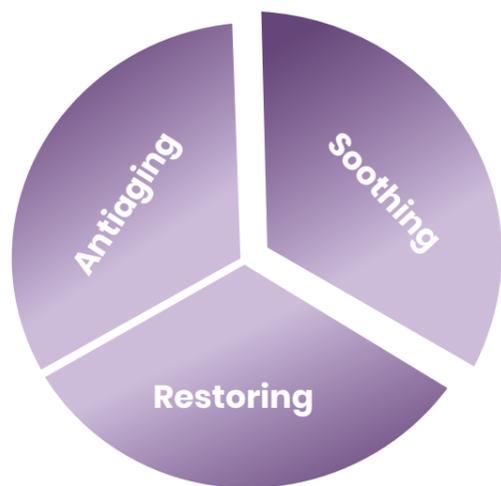
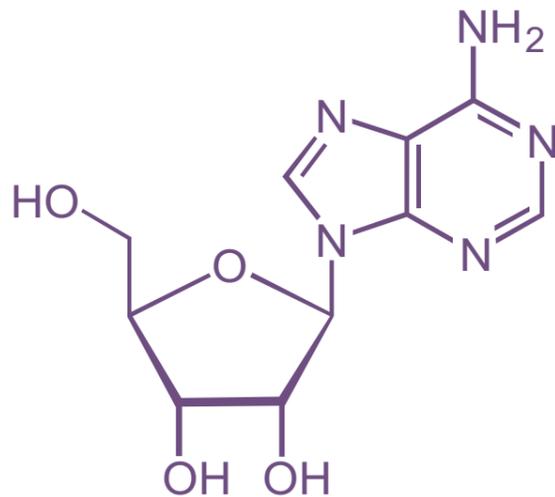
Reduced hyperpigmentation

Reduced angiogenesis



# NAD + PDRN Enhanced Adenosine Production

Adenosine  
Building block of  
**DNA & RNA**

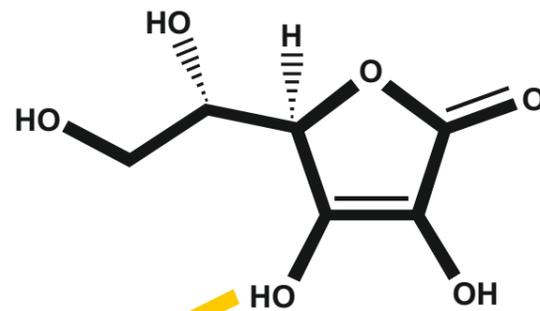


## Synergistic Cellular Regeneration Mechanism

NAD Base of Adenosine (Direct pre-cursor of Adenine)	PDRN Activates Adenosine (Activates A2A Receptor)	Synergistic skin benefits
Enhances cellular energy production	Stimulates collagen and elastin production	Enhanced elasticity & reduced wrinkles
Supports repair process by providing the necessary cellular energy	Helps repair damaged skin	Improved Skin Repair and Regeneration
Improves skin's moisture barrier function	Attract water into deeper skin layers	Enhanced Hydration
Increases the level of GSH	Decreases MITF & TYRP 1	Skin Lightening

Ref: 1. Polydeoxyribonucleotide: A promising skin anti-aging agent 2. The Combination of Niacinamide, Vitamin C, and PDRN Mitigates Melanogenesis by Modulating Nicotinamide Nucleotide Transhydrogenase

# Gwhite® VCE 20% 3-o-Ethyl Ascorbic Acid

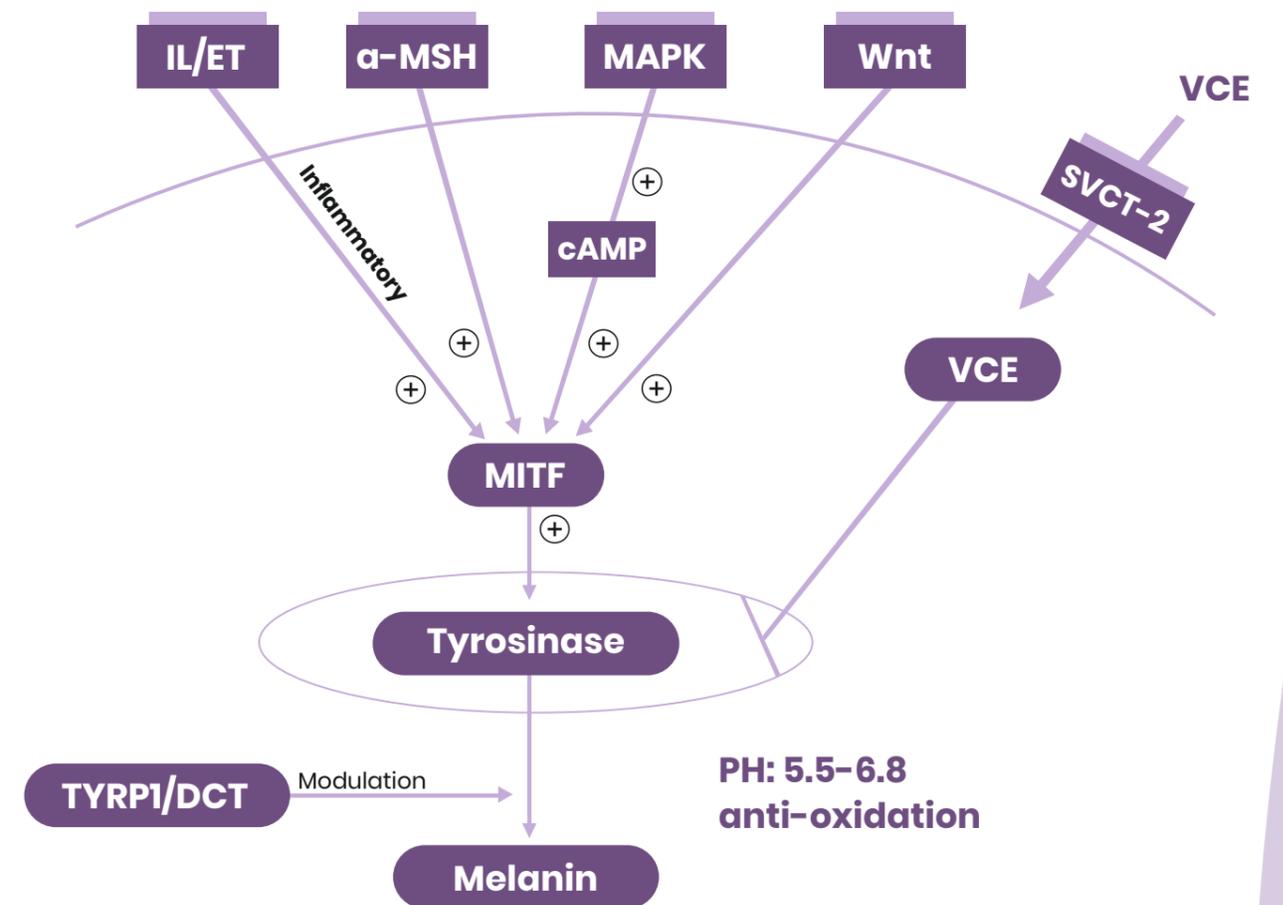


lipophilic group

Vitamin C Ethyl Ether (vce) Contains The Highest Amount Of Vitamin C With The Smallest Molecular Weight And Is Both Hydrophilic And Lipophilic, Making It More Easily To Entry Into The Skin And Good Absorption.

- ✓ **High absorption** —————  
Gwhite® VCE has hydrophilic and lipophilic structures.
- ✓ **High stability** —————  
Gwhite® VCE is resistant to light, heat, ions, and oxidation.
- ✓ **Excellent efficacy** —————  
Gwhite® VCE has multiple functions of whitening, inhibiting oxidation, wrinkle removal, etc

## Unique Mechanism of VCE®



- ✓ **Unique Metabolism**  
Gwhite® VCE Is Acting On The Skin Directly, Requiring No Metabolism.

# Gwhite® VCE 20% 3-o-Ethyl Ascorbic Acid

## EFFICACY DATA

### Whitening

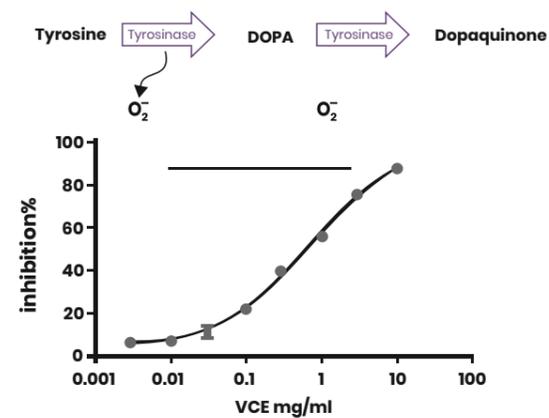
#### A) Clinical Whitening Test

Volunteer No.	R Value								$\bar{R}_A$	$\bar{R}^*/\%$
	1	2	3	4	5	6	7	8		
0d	40	36	44	42	38	37	35	43	39.4	0
7d	38	34	41	37	36	35	34	41	37.0	6.1
15 d	35	32	36	32	34	32	31	37	33.6	14.7
30 d	28	26	29	25	27	26	25	27	26.6	32.5

Note:  $R^* = (R_0 - R) / R_0 * 100\%$

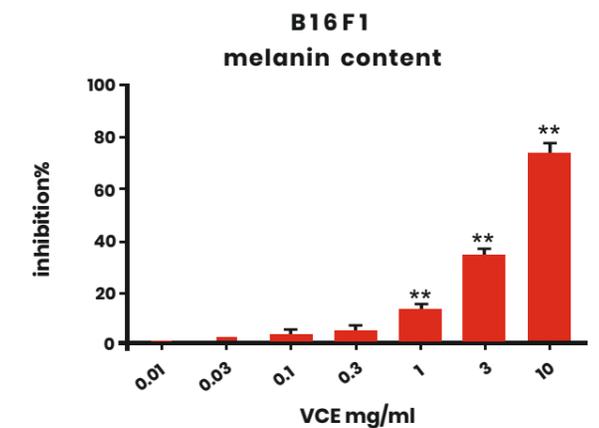
Reduces 32.5% melanin content within 30 days and has a good whitening effect

#### B) Tyrosinase Activity Inhibition Test



Inhibit tyrosinase activity and have an excellent whitening effect

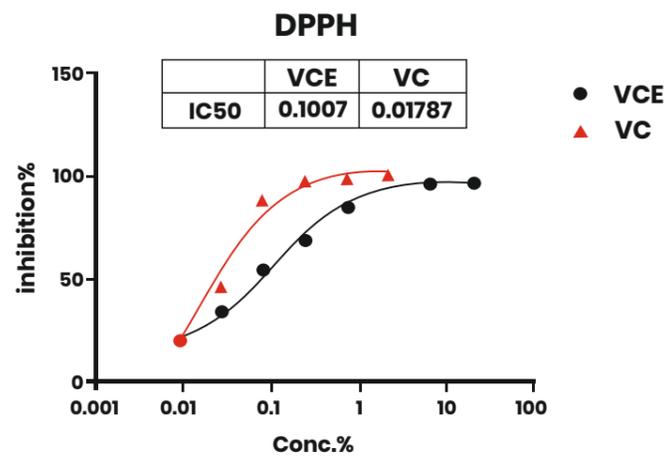
#### C) B16 Melanin Inhibition Test



Inhibit melanin secretion and synthesis in melanocytes

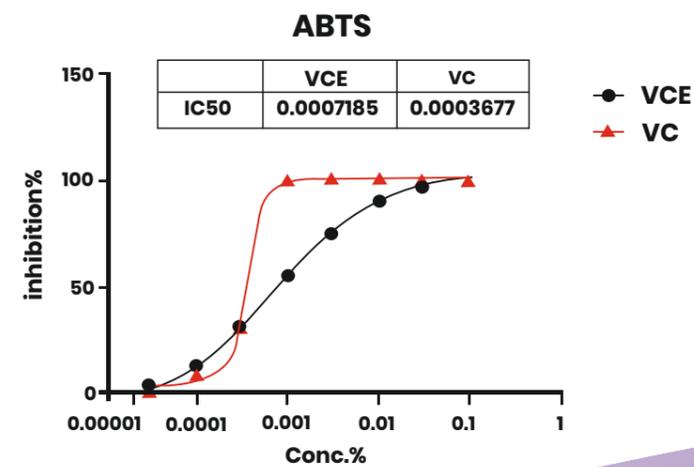
### Anti-oxidation

#### A) DPPH Free Radicals Scavenging Test



Showed great effects on scavenging DPPH free radicals

#### B) ABTS Free Radicals Scavenging Test



Showed great effects on scavenging ABTS free radicals

CONTAINS NATURAL, POTENT, BIOACTIVE COMPOUND

# TRITERPENOIDS

## Asiaticoside

### Collagen booster

- ◆ Stimulates fibroblast proliferation boosts collagen types I & III.
- ◆ Reduces MMP-1 activity
- ◆ Helps wound healing, scars

## Asiatic acid

### Anti-inflammatory

- ◆ Potent anti-inflammatory and antioxidant.
- ◆ Improves skin texture, firmness.
- ◆ Slows down aging.

## Madecassic acid

### Moisturization

- ◆ Strengthens the skin barrier.
- ◆ Promotes lipid synthesis, which helps dry or irritated skin.

## MECHANISM OF ACTION

- Promotes fibroblast proliferation
- Increases the synthesis of collagen and intracellular fibronectin content
- Improves tensile strength of newly formed skin
- Inhibits the inflammatory phase of hypertrophic scars and keloids

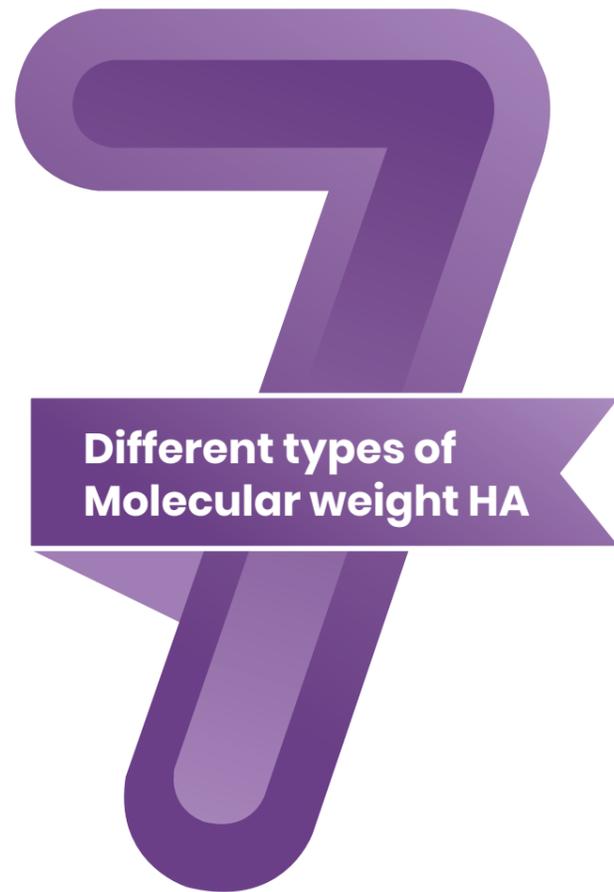
→ Calming

→ Soothing

→ Healing



# HyaClear® 7 1% Supreme moisturization



## High molecular weight HA

Forms a layer of hydration film (Mask) on the skin surface, reduces TEWL, & prevents ultraviolet invasion

## Medium molecular weight HA

Long-lasting moisturizing effect, softens the cuticle, and nourishes the skin.

## Low molecular weight HA

Penetrates deep into the skin, nourishes the skin, scavenges free radicals, stimulates the growth of cells & skins own HA, anti aging (Optimizes elasticity, firmness & preserves skins youth from inside).

Works after single application

Immediate skin plumping

## Ensures multi-functional benefits after single application

- Continuous application HyaClear®7 stimulates skins own hyaluronic acid giving deeper moisturization & younger looking skin
- It instantly reduced water loss & maintains protective barrier

- It immediately increases skin firmness, elasticity & gives younger looking skin
- Provides maximum moisturization & nourishment to the skin

# Ferulic Acid 0.50% Antioxidant Booster

## Strong Antioxidant

Its antioxidating properties are primarily related to scavenging of free radicals, binding transition metals such as iron and copper & lipid peroxidation prevention'

## Protects skin from external factors

 UV radiation  Pollution  Free Radicals

### Protects skin against free radical damage

Shields against environmental pollution & ultraviolet rays, actively reducing the development of visible signs of aging such as fine lines & wrinkles.



### Keeps skin supple & firm

Blocks the free radicals that causes loss of collagen and elastin & thus prevents from skin sagging



### Minimizes sun damage & dark spots

- Acts as free radical protectant and reduces pigment production  
- Effectively prevents from dark spots



### Reduces Inflammation & breakouts

Unclogs blocked pores & breakouts by reducing inflammation



# 8 POTENT OX

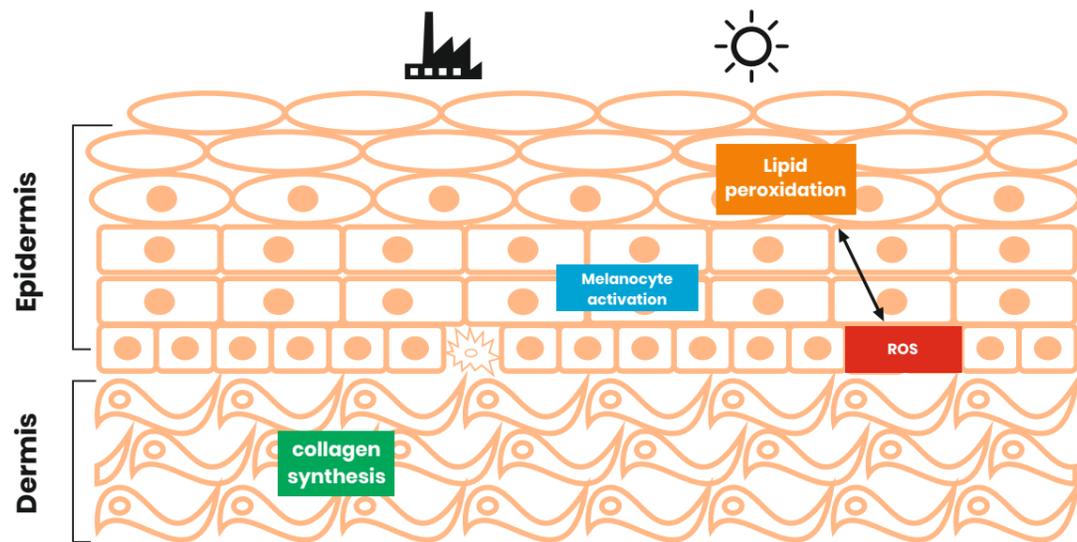
Improves stability of  
Vitamin C and E

- Ferulic acid increases photo protection in both erythema and sunburn cell formation to 8 folds as compared to just vitamin C3
- It also increases the stability of Vitamin C + E combination<sup>2</sup>
- It also aids in Apoptosis inhibition by reducing induction of caspase-3 and caspase-7<sup>3</sup>
- Reduced thiamine dimer formation<sup>3</sup>

# Vitamin E 0.50% Beauty Vitamin

**Retains Moisture**  
Resulting in Smooth & Younger Looking Skin

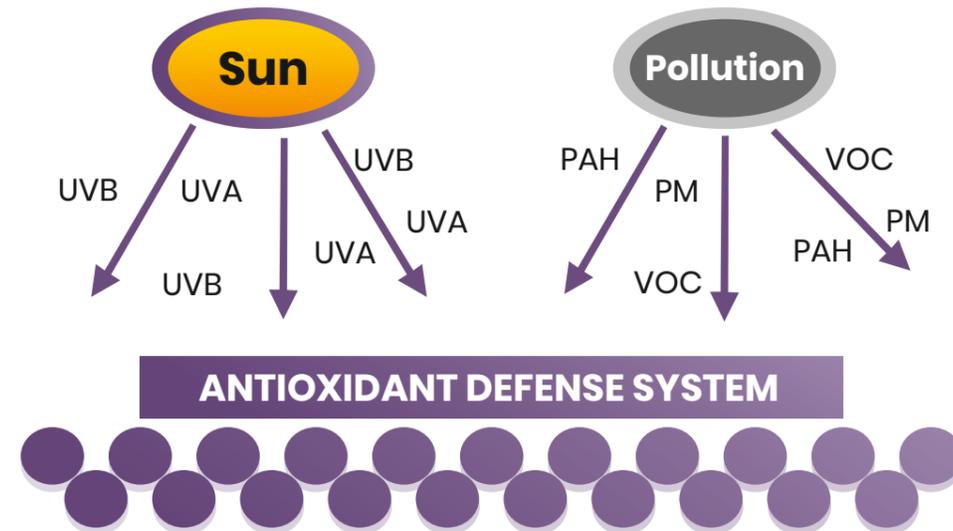
**Relieves From**  
All Signs of Skin Inflammation



- ➔ **Blocks the Melanin synthesis**
- ➔ **Protects the DNA damage by inhibiting the Lipid Peroxidation**
- ➔ **Prevents Skin Aging Caused Due to Photodamage**
- ➔ **Stimulates blood flow & increases the collagen production**

**UV**  
Protection

**Free Radical**  
protection



**Eliminate free radicals induced by endogenous and/or exogenous agents such as ultraviolet radiation, drugs and pollution agents'**

- ➔ Significantly reduces photosensitivity
- ➔ Enhances collagen synthesis while preventing collagen degradation by lowering MMP (Matrix Metalloproteinases) levels
- ➔ Prevents erythema and edema, sunburn-cell formation, DNA photo-adduct creation
- ➔ Effectively reduces photocarcinogenesis

# 25% Skin Regenerating Complex



**Innovative DNA Repairing,  
Brightening & Age Reversing Concentrate**

10 skin aging signs reversing complex	Fine Lines & Wrinkles	Even Skin Tone	Skin lightening	Soft, Smooth & Supple Skin	Healthy & Moisturized	Open pores	Dark spots	Dark circles	Puffiness	Sensitivity
<b>PDRN 1%</b>	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
<b>NAD 1%</b>	✓	✓	✓	✓	✓	---	✓	✓	✓	✓
<b>Gwhite® VCE</b>	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
<b>Cica Extract 1%</b>	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
<b>Hyclear® 7 1%</b>	✓	---	✓	✓	✓	✓	---	✓	✓	✓
<b>Ferulic acid 0.5%</b>	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
<b>Vitamin E 0.5%</b>	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓



**30ml  
PACK**

## Direction For Use:

Wash face with gentle cleanser or facewash & pat dry. Take serum in the dropper. | Put Serum directly on face with dropper without touching the tip of the dropper. | Gently massage over face and neck in circular motion, always work from the center of face outwards without leaving the product in hairline. Use as directed by health professionals to improve skin tone, texture and radiance.