

# Introducing the next generation of anti-aging skin care

## ReLuma anti-aging serum

### What is ReLuma anti-aging serum?

ReLuma is formulated with cytokines and growth factors (also including interleukins, matrix proteins, etc) from adult stem cells to help reduce signs of aging.

Cytokines and growth factors are molecules secreted by all cells, and are used in chemical signalling from one cell to another. These signals weaken as we age, or can change into different signals altogether.

Aging causes cells of the skin, such as dermal fibroblast cells, to become dormant—skin becomes thinner, loses elasticity, and circulation declines.

By taking advantage of the self-renewing nature of stem cells, Invitrx is able to supplement weakening signals or overwhelm incorrect signals with a Grow and Divide signal composed of cytokines and growth factors harvested from stem cells.

ReLuma stimulates dermal fibroblast cells to produce more collagen, elastin, and other matrix proteins fundamental to youthful skin.

ReLuma also activates dormant cells to divide, increasing the overall number of skin cells capable of making skin look and feel healthier.

### How does it work?

The combined action of multiple cytokines and growth factors is required for optimal growth, stimulation, and synergy of skin cell behavior. For example, in order for TGF- $\beta$  to stimulate fibroblast cell growth, the presence of PDGF is required.

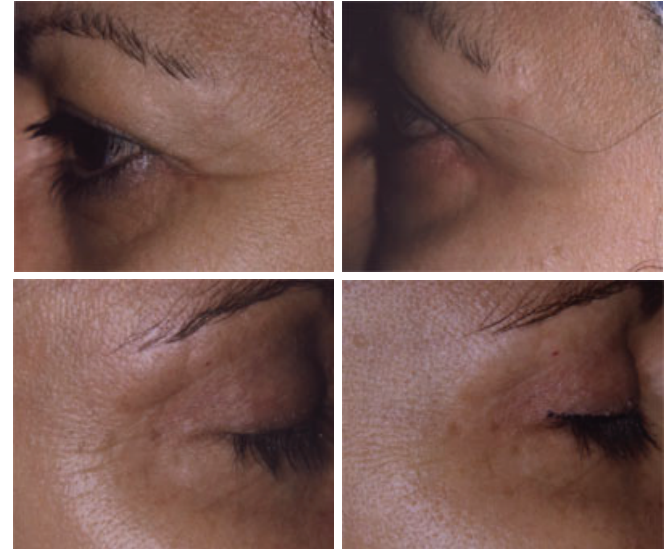
Thus the application of ReLuma, which contains multiple cytokines and growth factors, versus other skin care products containing only a single growth factor, results in a more effective system for stimulating skin rejuvenation and regeneration.



### Benefits of ReLuma

- Diminish the appearance of fine lines and wrinkles
- Activate basal cells to improve cell turnover rate
- Promote cell proliferation of dermal fibroblasts
- Increase collagen, elastin, and other matrix protein production to help improve texture and thickness of skin
- Formulated with patent pending technology

### Before and After



Recapture the luminosity and smoothness of youthful skin

