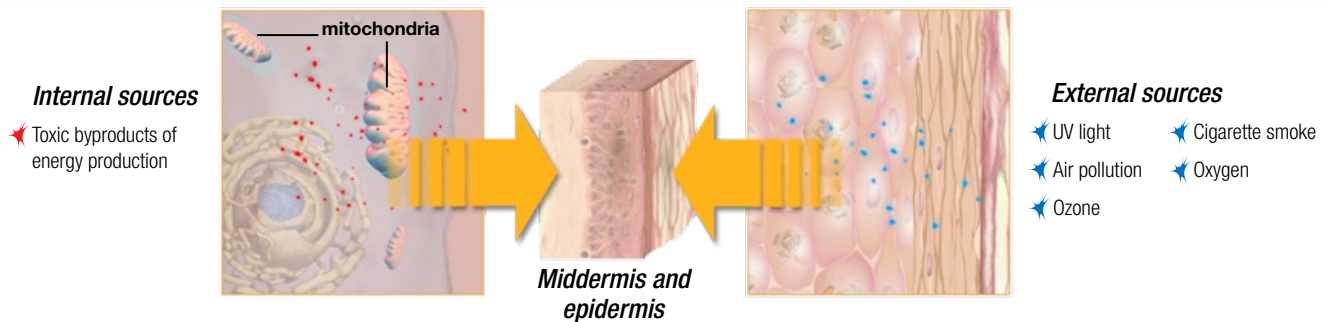


# PREVAGE® MD helps correct and protect skin from free radical damage due to oxidative stress

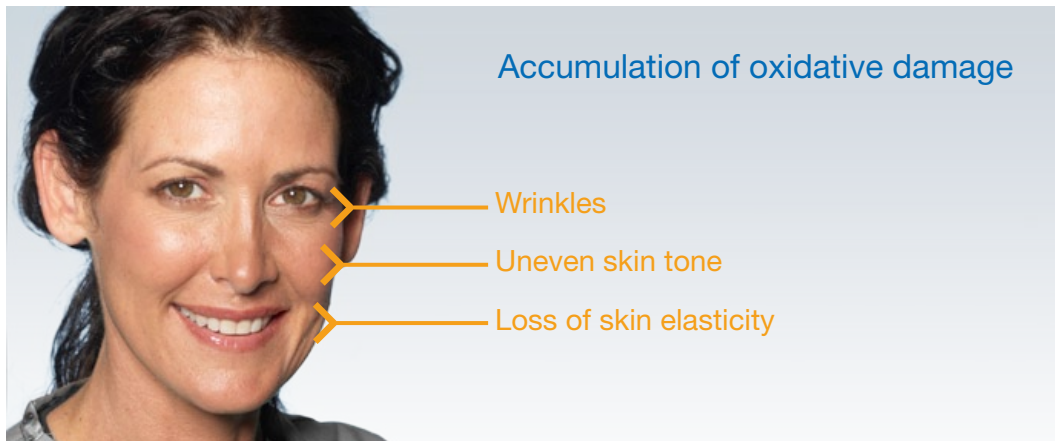
## The connection between oxidative stress and aging

### Oxidative stress is a major cause of skin aging

- Results from the buildup of destructive free radicals, a form of reactive oxygen species
- Source may be external (from environment) or internal (from cell activity)



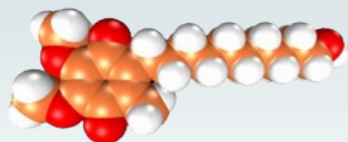
### Accumulation of oxidative damage on a cellular level is shown in skin as signs of aging



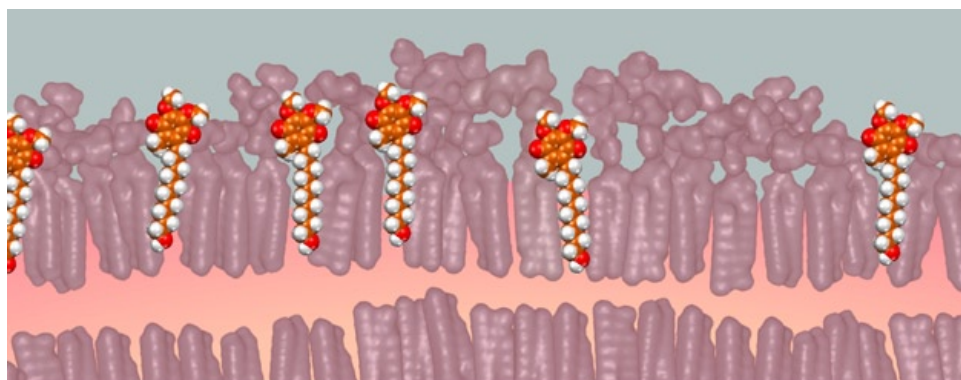
# Idebenone: the super-antioxidant molecule

**Idebenone is a bioengineered analogue of naturally occurring coenzyme Q10**

Idebenone



- Idebenone is 60% smaller than coenzyme Q10 for easier penetration
- Idebenone embeds itself in skin membranes



- Blocks and scavenges environmentally generated free radicals
- Penetrates and neutralizes internally generated free radicals

**Idebenone helps correct and protect skin cells, resulting in healthier, rejuvenated skin**

After *just 4 weeks* of PREVAGE® MD anti-aging treatment use, expert graders reported these results in 15 women, between the ages of 35 and 55, with moderate to severe photodamage (rough, dry facial skin with fine lines/wrinkles and poor skin tonality and elasticity)<sup>1</sup>

- 21% improvement in fine lines and wrinkles
- 28% improvement in skin tone
- 44% improvement in skin firmness
- 53% improvement in rough/dry skin

# Environmental Protection Factor (EPF<sup>®2</sup>), the measure of antioxidant protection

- Topical use of antioxidants forms a skin-protective shield distinct from Sun Protection Factor (SPF)
  - Antioxidants protect against oxidative stress by scavenging free radicals before they harm cells
  - SPF is the measure of sunscreen protection. Sunscreens protect against UV radiation, **but are not free radical scavengers**
- **The measure of effectiveness of an antioxidant shield is called EPF<sup>®</sup>; a new certification factor to quantify the topical protective capacity of antioxidants**

| Test  | Idebenone | Tocopherol | Kinetin   | Ubiquinone | Ascorbic acid | Lipoic acid |
|---|-----------|------------|-----------|------------|---------------|-------------|
| Free radical-scavenging capacity measured by photochemiluminescence | 20        | 20         | 10        | 15         | 20            | 5           |
| Inhibition of sunburn cell formation                                | 20        | 16         | 11        | 6          | 0             | 5           |
| Inhibition of low-density lipids oxidation                          | 16        | 10         | 20        | 5          | 3             | 4           |
| Inhibition of microsomal membrane oxidation                         | 19        | 17         | 10        | 12         | 12            | 20          |
| Inhibition of UVB-induced DNA damage                                | 20        | 17         | 17        | 17         | 17            | 7           |
| <b>Total Score: EPF<sup>®</sup></b>                                 | <b>95</b> | <b>80</b>  | <b>68</b> | <b>55</b>  | <b>52</b>     | <b>41</b>   |

**Idebenone demonstrated the highest EPF<sup>®</sup> activity of any antioxidant tested<sup>2</sup>**

**Idebenone is what makes PREVAGE<sup>®</sup> MD so effective**



prevage<sup>®</sup> MD  
anti-aging treatment

# Recommend PREVAGE® MD to help correct and protect against visible signs of aging

## Skin needs powerful help fighting oxidative stress

- Contains 1% idebenone, the most effective neutralizer of oxidative stress on skin
- Idebenone traps free radicals from both sources
  - Environmentally generated and internally generated
- Idebenone received the highest EPF® rating—95 out of 100
- Clinically shown to **correct** skin damage already present and **protect** skin from future damage<sup>1</sup>



prevage® MD  
anti-aging treatment

Use an SPF 15 or greater sunscreen to prevent an increase in sun sensitivity.

Note to representative: Please provide patient instructions when presenting this material.

### References:

1. Data on file, Allergan, Inc.
2. McDaniel DH, Neudecker BA, DiNardo JC, Lewis JA II, Maibach HI. Idebenone: a new antioxidant—Part I. Relative assessment of oxidative stress protection capacity compared to commonly known antioxidants. *J Cosmet Dermatol.* 2005(4):1:10-17.



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EPF is a certification mark owned by Pharma Cosmetix Research, LLC and is used to test, certify, and rate the level of oxidative stress protection capacity of antioxidants.  
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