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skincare breakthrough

A new technology developed by exCel Cosmeceuticals is proving to be a new revolution in skincare. **Elise Eggleton** reports.

Despite the abundance of moisturisers and skincare creams on the market, few have the ability to truly target skin conditions such as hyperpigmentation and age spots. Until recently, the outer layer of the skin has been generally thought of as nothing more than a layer of dead surface skin cells. As a result, many skincare companies treat it as such. However, Amino Acid Skin Care, developed by exCel Cosmeceuticals in the US and distributed in Australia by Device Technologies, has developed a skincare treatment that incorporates AFA (Amino Acid Filaggrin-based Antioxidants) technology to help prevent and repair skin damage.

'Filaggrin is a protein that occurs in the upper layer of the skin'

AFA's are based on amino acids, natural free-radical scavengers that are recognised as part of the skin's Natural Moisture Factors (NMF). Essential skin proteins like collagen, elastin, lipids and all cellular tissues are made from amino acids.

'AFAs are rapidly effective antioxidants created by the dissolution and acidification of natural acidic amino acids,

the same acidic amino acids found in the skin,' says President of exCel Cosmeceuticals, Marty Davidson. "AFA" stands for Amino Acid Filaggrin-based Antioxidants. Filaggrin is a protein that occurs in the upper layer of the skin and is metabolised in the epidermis into several acidic amino acids. These amino acids are the primary agents responsible for the skin's ability to retain moisture. They're also the same amino acids used to produce AFAs.'

AFAs exfoliate with little to no irritation unlike alpha hydroxy acids (AHAs), glycolic acids or other fruit acids, and are potent, stable antioxidants. They supplement amino acids, helping the skin to retain more moisture. AFAs can be extremely effective at helping to reverse ageing skin and sun damage and to treat hyperpigmentation.

Hyperpigmentation is caused by melanosomes in the skin converting tyrosine into melanin, which gives the skin its colour. Hormones, sun exposure or skin irritation can increase the production of melanosomes, resulting in hyperpigmentation. The most common means of minimising pigmentation is to reduce the activity of the enzyme tyrosinase. This can be achieved by blocking the production of the enzyme, inhibiting tyrosinase activity, or preventing the uptake of tyrosinase by the melanosomes.

In April this year, Device Technologies introduced the



AFA Brightening Gel into Australia. Designed to be used on the hands, face or body, the AFA Brightening Gel is a new-generation facial brightener. It contains both AFAs and Asafetida, which work synergistically to target both the cause and visible effects of hyperpigmentation and age spots.

Asafetida is produced by extracting the resin in water and the glycols from the root of the plant, *Ferula foetida*. It

'AFAs are a unique, patented formulation based on the body's natural acidic amino acids'

has the ability to reduce or block melanin production (a major cause of hyperpigmentation), resulting in a more even skin tone and promoting lightening of the skin.

'The AFA Brightening Gel restores clarity and radiance to uneven skin tone caused by age spots and pigmentation in a formulation proven to be effective for all skin types,' says Davidson. 'Clients notice their skin looking softer and smoother just days after using the gel; after a few weeks, clients should notice an improvement in photodamage and their skin's moisture

level, which gradually becomes more dramatic after several months.'

As the building blocks for living tissue, it's no surprise that amino acids are proving to be effective in the regeneration, protection and hydration of the skin. With the added benefit of Asafetida, AFA Brightening Gel is producing impressive results in the treatment of hyperpigmentation and age spots. **acsm**

About AFAs and Asafetida

- AFAs are a unique, patented formulation based on the body's natural acidic amino acids that serve to retain moisture in human skin. AFAs contain potent antioxidants and improve pigmentation by exfoliating the epidermis -without the irritation commonly associated with other acids.
- Asafetida is produced by extracting the resin in water and the glycols from the root of the plant, *Ferula foetida*. Asafetida extract exhibits anti-tyrosinase activity, which helps reduce melanin production, resulting in a more even skin tone.