

# THE ONLY THING OUR COMPETITION CANNOT COPY ARE THE RESULTS.



DR. LORRAINE MEISNER  
Co-inventor of the Bioderm patent

Cellex-C is a patented formulation containing stabilized L-ascorbic acid, zinc and tyrosine. The synergistic effects of this skin enhancing vitamin, mineral and amino acid complex are based on the Bioderm patent, invented by Dr. Lorraine Faxon Meisner and Michael Schinitsky. Because Cellex-C is protected by US and international patents, competitive products cannot duplicate Cellex-C and its precise chemistry. Similarly, no other product can duplicate the results seen in the dramatic before and after pictures of people who use Cellex-C.

## PROVEN STABILITY

L-ascorbic acid, the only form of vitamin C the body can recognize, is also unfortunately highly unstable, particularly when used in quantities needed for efficacy. Just as in nature, vitamin C when used in cosmetic formulations is easily altered or destroyed by heat and exposure to air. Cellex-C High-Potency Serum, Eye Contour Gel, Skin Firming Cream Plus, Eye Contour Cream Plus and Body Smoothing Lotion employ a stabilization process which is a *method*, not an additive. Cellex-C's stabilization technique employs the same principle that keeps L-ascorbic acid stable in nature, and as a result, allows full bio-availability of vitamin C to the skin. The ability to stabilize optimal levels of L-ascorbic acid, and to deliver efficacious levels of the patented complex topically through the skin in an elegant formulation, separates Cellex-C from other vitamin C products.

Because we do use the same stabilization processes as nature in order to maintain maximum bioavailability to the skin, it is important to store Cellex-C in a cool, dry place.

## PROVEN EFFICACY

A double blind, randomized, half face trial of Cellex-C High-Potency Serum was conducted and yielded exciting, positive results. At the conclusion of this three month clinical study, photographs and

computer replicas of each side of the face were taken to access and quantify the results. There was a statistically significant difference between the participant's side of the face using Cellex-C vs. the side using the vehicle control. This carefully controlled non-commissioned trial was conducted under the auspices of a major medical school and the Human Subjects Committee (Institutional Review Board), and was published in *Arch Otolaryngol Head Neck Surg* /Vol 125, Oct. 1999.

## THE PATENT THAT WORKS

Cellex-C is based on the scientific findings of the Bioderm patent, co-invented by Dr. Lorraine Meisner. The patented complex was initially developed as a result of clinical studies on wound healing and related connective tissues disease. A correlation was determined between a deficiency in vitamin C, tyrosine and zinc and intrinsically aged or photo-damaged skin. The scientific basis of the Bioderm patent utilizes the synergistic effect of bioavailable L-ascorbic acid combined with zinc and tyrosine, and water-soluble bioflavonoids to complement skin lacking these nutrients.

Regular use of Cellex-C will help to neutralize the visible effects caused by the destructive forces of oxyradicals. The visual results are compelling: after 8 to 12 weeks of daily use, the skin's surface will feel smoother and firmer while deeper wrinkles will appear much less pronounced. Older and prematurely aged or sun-damaged skin will begin to look, act, and feel like younger skin.

## THE COMPANY THAT INVENTED VITAMIN C TECHNOLOGY

Cellex-C is the original formulation that pioneered the present worldwide interest in the topical application of vitamin C. Originally launched in 1991, Cellex-C was the first topical ascorbic acid formulation to be successfully commercialized. Cellex-C is the leading topical vitamin C product and is available in 12 countries. Cellex-C is more than just vitamin C. It is the synergy of the patented complex that sets Cellex-C apart from all other vitamin C products, and produces results that no other product can duplicate.



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