

Business Unit: Genetic medicine
Keynote: #14

London:

Revolutionary genetic analysis of skin aging, utilizing the most effective and extensive gene variant panel for skin aging currently available.

NEW!

We are developing a highly advanced and individualized skin beauty program for you that incorporates more than 28 different skin aging genetic tests.

Dear Customer

Aging – especially as it affects the skin – has a variety of causes. Certain environmental factors such as UV radiation and an inadequate supply of nutrients play an important role here. However, people still age at different rates despite sharing the same lifestyle. The same skin cosmetics may work extremely well for some and less effectively for others. In some cases, they may not work at all or even adversely affect the complexion. So there are clear individual differences from person to person, and these differences are to be found in the genes.

Every human being is endowed at birth with genes that protect against accelerated aging processes. Unfortunately, common defects in these genes (also known as “gene variations”) can interfere with their functioning and thereby accelerate one or more factors of aging.

The aim of this program is to analyze the status of these protective genes and to identify your innate strengths and weaknesses as an individual. The results can then be used to develop a skin beauty program tailored to your genes, one that supports your personal genetic strengths and fully compensates for your weaknesses.

For example, in collagen degradation and/or collagen production: depending on the gene variant, faulty choices in skin care products or in the diet can lead to accelerated skin aging. The same issues arise in connection with the following:

- How much UV protection does your skin really need?
- Do you need hyaluronic acid for your skin? If so, via external and internal application?
- Which antioxidants and in what quantity does your skin need to protect against free radicals? And which of them might even be harmful to your skin?
- How does your skin react to damage, and how can it best regenerate itself?
- How can shortening of the telomeres of your skin cells be best halted?

Other questions crucial to the aging rate of your skin will also be answered.

You will see the outcome of your personalized skin beauty program in just a few weeks – a significantly healthier and younger skin. The skin beauty program is now available exclusively to our premium customers as an additional module.
