

New Luxe Anti-Aging Neck Treatment Acts Fast via Cutting-Edge Science

After three years of intensive research, **DefenAge**® unveils an exclusive anti-aging neck cream infused with leading scientific advances.



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Vivian Bucay, MD
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Anne Chapas, MD
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Sue Ellen Cox, MD
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Melda Isaac, MD
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Gregory Keller, MD
Santa Barbara, CA



Linda Pitt
Charlottesville, VA



Steven Swengel, MD
Los Gatos, CA



Amy Forman Taub, MD
Chicago, IL

Extensive research was concluded with the launch of the new topical treatment that dermatologists and other aesthetic practitioners consider to be effective to treat the challenging deep lines, folds and impacts of gravity on the neck area, and recommend to their patients nationwide.

The first-of-its-kind, the **6-Week Perfection Neck Cream** is designed to lift, firm and smooth the neck area and reverse the signs of global aging.

Often overlooked, the delicate skin of the neck is thin, highly susceptible to environmental damage, and the muscles are often weaker, resulting in compound laxity and discoloration over time.

"It is a valuable addition to the DefenAge line to treat the fragile skin of the neck, which can typically get irritated from standard anti-aging creams like retinol. Using the advanced technology they have pioneered, the new neck cream can bring brightness, improve the visible thickness of the skin, and reduce the wrinkling on the neck where aging is often more noticeable."

— Dermatologist Amy Forman Taub, MD

The tech-advanced formula of the newly presented anti-aging cream is infused with multiple performance ingredients, including brand-exclusive Age-Repair Defensins®, niacinamide, phospholipids, sea whip, and fine blends of innovative peptides and plant extracts that have shown to be effective in tightening sagging neck skin. "The physical properties of the neck skin differ greatly from the skin on the face and elsewhere on the body and causes the neck to age differently than other parts of our skin. For this reason, I recommend using a topical formulation such as DefenAge's

neck cream, which was designed specifically to address the different factors in neck aging," says New York City dermatologist **Anne Chapas, MD**.

The Science of Anti-Aging Defensins

The core technology behind the new launch is DefenAge's proprietary Age-Repair Defensins; twelve clinical studies support its safety and efficacy. In a 6-week study¹, researchers observed a global improvement in the quality of treated skin – including visible thickening of the skin, reduction in visible pores, superficial and deep wrinkles, and hyperpigmentation, as well as an improvement in skin evenness, hydration, and other key skin qualities.

"Defensin molecules work by activating a dormant reserve of 'fresh' cells in the body, LGR6-positive stem cells. After activation, LGR6-positive stem cells physically migrate into the basal layer of the skin and create a new epidermis, and eventually, new, younger-acting skin," explains the study's co-investigator, **Dr. Gregory Keller**, facial plastic surgeon and Clinical Professor at UCLA. "The defensin-based anti-aging technology is an authentic paradigm shift."



Visible Skin Rejuvenation

The scientifically validated formula of the 6-Week Perfection Neck Cream is considered a breakthrough in neck skincare, designed to produce treatment-like results, enhance the jawline contour, help smooth deep lines and folds, and aim to address both early and late stages of neck aging.

According to **Dr. Shino Bay Aguilera**, "As a dermatologist, I am aware of the need for special care in the neck area that is constantly under motion or tension and may be creased and compressed when sleeping. For this reason, I get excited by high performance neck specific skin products like the new DefenAge breakthrough utilizing defensins to rejuvenate the skin via reprogramming dormant skin cells."

Dermatologist **Steven Swengel, MD** is impressed with the combination of skin rejuvenation technologies: "Many neck creams have proprietary peptides addressing early laxity but with different ingredients. The combo of defensins, as well as peptides, in this product can be a game changer; the defensins' entire impact on the epidermis is more than peptides alone. An increase in blood supply and dermal support to a more robust epidermis can be critical. A lot of early neck changes start with the epidermis and superficial dermis. I also recommend adding an extra pump of DefenAge's 8-in-1 BioSerum to apply on the neck to my patients like I do with my own skin care regimen. Defensins also support a very robust repair response to any injuries from office treatments, such as Genius™, Halo™, ProFractional™, and even aggressive microneedling."²

Fast Acting Formula

Rich moisturization technologies, combined with the unique mechanism of action of defensins, enables a multiplication effect and leads to fast-appearing results seen by physicians in their personal experience and observation of their patients. "I have tried the DefenAge anti-aging neck cream twice a day for one week and love it. The texture is smooth, so it spreads easily and evenly. I love that it is very hydrating and it seems to immediately

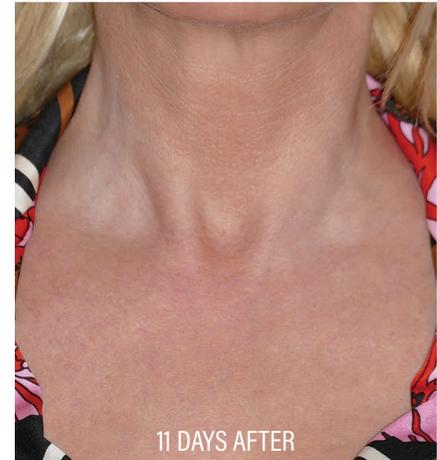
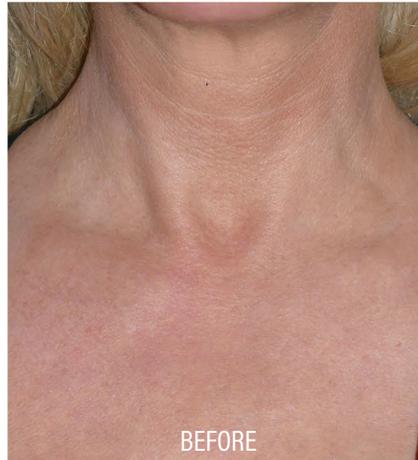


Photo courtesy of Gregory Keller, MD

reduce visible fine lines, giving the neck a smooth appearance," - says dermatologist **Melda Isaac, MD**.

Dr. Gregory Keller explains: "After just 11 days of my patients using the neck cream, I was impressed to see the softening of lines and skin texture, and a visible tightening effect. These effects are due to the defensin-molecules that are involved in a wound healing response via messaging the skin's 'preserved' master cells that our body uses to heal wounds. Our skin re-epithelializes wounds within a few days, meaning that it is enough for the body to produce a meaningful visible effect that fast."

Extended Clean Beauty

As the safety and purity of its products is DefenAge's philosophy, the new neck cream formulation goes beyond even DefenAge's standard extensive list of excluded potentially harmful and questionable ingredients, offering additional benefits to skincare savvy consumers.

"My favorite neck cream is the new 6-Week Perfection Neck Cream. Scientifically proven defensin molecules result in skin that is firmer, smoother, and more even toned. A bonus is that it meets the standards of what is known as clean beauty for those who want to avoid ingredients such as parabens, fragrances, silicones, polyethylene glycol (PEG), to name a few. Even more, to my best knowledge, DefenAge is the only physician-dispensed line with the designation 'free from animal- and human- derived ingredients,'" says dermatologist **Vivian Bucay, MD**.

Enhanced Consumer Experience

Significant attention was devoted to deliver an enhanced consumer experience and to bring an instant wow effect. While the neck cream does not contain silicones, it provides a silky application and leaves a rich feeling of hydration post application. According to dermatologist **Dr. Angela Bowers**, "The 6-Week Perfection Neck Cream has a very luxurious texture and is a superb moisturizer, and an excellent addition to the DefenAge product range that I recommend to my patients. They can also use it on their hands and arms."

"Finally, the neck cream we have all been waiting for, loaded with the defensin technology we know gives visible results that last. This light but luxurious-feeling cream is hydrating without the sticky feeling often associated with other neck creams. It goes on smoothly, leaving my neck looking and feeling more youthful," - comments **Linda Pitt**, Master Aesthetician, Signature Medical Spa. ■

"DefenAge does it again! Another great product harnessing their defensin technology. I'm excited to be able to add this new innovation to my portfolio and recommend DefenAge's neck cream to my patients."

- Dermatologist Sue Ellen Cox, MD

Learn more: defenage.com

¹ Journal of Drugs in Dermatology. A. Taub, V. Bucay, G. Keller et al. 2018, 17(4):426-441.

² Genius™ is a trademark of Lutronic, Halo™ and ProFractional™ are trademarks of Sciton Inc.