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DEFENAGE®  
new skin

# DefenAge Is Awarded the Best Breakthrough Product (Haircare) over Industry Leaders

*Also in DefenAge news: new peer-review study, new marketing initiative, industry-leading consumer re-order rate.*

Carlsbad, CA – October 31, 2023 – [DefenAge® Longevity Skin & Hair Care](#) the manufacturer and distributor of revolutionary, evidence-based anti-aging products for skin, hair, and nails, updates on its recent achievements and initiatives.

## 2023 Best Breakthrough Haircare Product Award



DefenAge's [150K Hair Follicle Serum](#) won the [2023 BeautyMatter NEXT Award](#) in the category INNOVATION – PRODUCT: Best Breakthrough Product (Haircare).

Currently, the [150K Hair Follicle Serum](#) is distributed on the B2C and B2B markets, and we are examining other distribution channels. In [the finals](#), DefenAge competed with 9 other brands, including Nutrafol, Alterna Haircare, and Oribe Hair Care – all successful and well-recognized brands who distribute products online and in upscale beauty-centered retail networks, including Sephora, Ulta Beauty, Nordstrom, and Neiman Marcus. This is the second award won by the [150K Hair Follicle Serum](#), which was launched just a year ago. Early in 2023, the 150K Serum won the [Best Hair Growth Award](#), presented by NewBeauty.

## New Clinical Study

The [new clinical study](#) on DefenAge's iconic skincare best seller, the *8-in-1 BioSerum*, has been published in the September 2023 issue of the peer-review Journal of Drugs in Dermatology. "Improvements were noted in all aspects of skin quality, including wrinkles, laxity, dyschromia, erythema, texture, and radiance," – states the article. The researchers also documented improvement in visible signs of elastosis and advancement in the global aesthetic improvement score (the score is used by medical professionals to evaluate the overall aesthetic conditions and appearance of the skin). The study was led by Principal Investigator, a world-renowned celebrity dermatologist, [Dr. Sabrina Fabi](#), who practices in La Jolla, CA. Dr. Fabi is also well known as a medical educator in a variety of TV-based shows and educational programs.

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## New Marketing Hires

In 2023, DefenAge invested in strengthening its marketing leadership and brought Jose Quiroz on board as the VP of Digital Strategy, whose particular expertise is e-commerce growth and scale. "The brand is determined to integrate science and humanity in order to create breakthrough skincare products that empower people to age on their own terms. Our mission is not superficial, it's personal, it's living vibrantly," said Mr. Quiroz.

In addition to Mr. Quiroz, DefenAge hired a new VP of Sales, RB Sistek, a successful sales leader with over 17 years of experience in medical aesthetic sales, including BTL, Lutronic, Lumisque, CAREstream, and Plasma Concepts.

## Industry-Leading Key Performance Metrics

Throughout 2023, DefenAge's B2C e-commerce channel, [defenage.com](https://defenage.com), continued demonstrating impressive key performance metrics. The consumer reorder rate remains at the 35% mark.<sup>1</sup> The number of B2C customers increased by 41%, with a 42% YOY increase in B2C revenue.<sup>2</sup> The gross ROAS remained on a healthy 5.53 level<sup>3</sup> with 85% B2C gross margin.

<sup>1</sup> Reorder rate is calculated as the number of customers who ordered 2 or more times versus the total number of customers who placed an order in 2023.

<sup>2</sup> Metrics have been calculated for the period of January 1 - September 30, 2023 versus a similar period in 2022.

<sup>3</sup> Gross ROAS represents the number of dollars in sales per every dollar spent on advertisement and are calculated as cumulative advertisement spent across all channels versus total B2C revenue collected during January 1 - September 30, 2023.

## About DefenAge®

[DefenAge](https://defenage.com) is an American company founded in 2014 by a team of regenerative medicine experts whose anti-aging discovery became the heart and soul of its formulas. DefenAge's products are widely recommended by dermatologists as a high-performing skin longevity skincare for visible skin rejuvenation and as a safe alternative for retinol. DefenAge complies with or exceeds the Clean Beauty standards and its products have never been tested on animals. Honesty, transparency, and excelling in every way possible are the company's standards.