# INTRODUCING THE MICRO·ESSENTIALS POWERED BY MPC™



Innovation in Skincare Technology.

## **NEO**CUTIS

Exclusive Swiss Technology available through physicians

www.NEOCUTIS.com

#### SCIENTIFIC COMMUNICATION

Efficacy of Hydroquinone-free Skin-Lightening Cream for Photoaging. Journal of Cosmetic Dermatology, 2013; 12, 12-17.

Efficacy of a Novel Hydroquinone-free Skin-brightening Cream in Patients with Melasma.

Journal of Cosmetic Dermatology, 2011; 10, 189-196.

### More than 30 Clinical Posters on NEOCUTIS have been presented at the following Scientific Meetings:

Presented at American Academy of Dermatology 73rd Annual Meeting, 2015, San Francisco, CA.

Presented at American Academy of Dermatology 72nd Annual Meeting, 2014, Denver, CO.

Presented at American Academy of Dermatology 70th Annual Meeting, 2012, San Diego, CA.

Presented at 36th Annual Hawaii Dermatology Seminar, February 2011, Luaikoloa, Hl.

Presented at American Academy of Dermatology 69th Annual Meeting 2011, New Orleans, LA.

Presented at American Academy of Dermatology Summer Meeting, 2010, Chicago, II.

Presented at American Academy of Dermatology 66th Annual Meeting, 2008, San Antonio, TX.

Presented at American Academy of Dermatology 65th Annual Meeting, 2007, Washington, DC.

Presented at American Academy of Dermatology 64th Annual Meeting, 2006, San Francisco, CA.

### EXCLUSIVE SWISS TECHNOLOGY AVAILABLE THROUGH PHYSICIANS.

The following trademarks are being used by Merz North America, Inc. with permission of the trademark owner:

MICRO•DAY™ Rejuvenating Cream Broad-spectrum Sunscreen SPF 30, MICRO•NIGHT™ Rejuvenating Cream, MICRO•EYES™ Rejuvenating Cream, MICRO•SERUM™ Intensive Treatment, NEO•CLEANSE® Gentle Skin Cleanser, MPC™ Micro Protein Complex, NEO•CLEANSE® Exfoliating Skin Cleanser, NOUVELLE+™ Retinol Correction Cream, PERLE® Skin Brightening Cream, PECHE® Redness Control, RéACTIVE™ Anti-Oxidant Serum, HYALIS® Hydrating Serum.

CAUTION: NEOCUTIS products are for external use only and not for use on wounds. NEOCUTIS products should not be used by individuals with known hypersensitivity to any ingredient of the product(s). As is typically the case for cosmetic products, NEOCUTIS products have not been evaluated in individuals with skin cancer at the site(s) of application or individuals taking immunosuppressive medication(s).

#### THE PRECISION OF SWISS TECHNOLOGY

Innovative Swiss technology is fundamental to the benefits shown by **NEO**CUTIS skincare products. A series of exclusive technology platforms, based on cutting-edge scientific research, delivers the innovation for which **NEO**CUTIS is renowned.

### INNOVATION FOR EVERY SKINCARE CONCERN

Powered by the fusion of science and Swiss technology, **NEO**CUTIS offers a comprehensive collection of skincare solutions to address key concerns, including the signs of aging, discoloration, oxidative stress and skin dryness.



#### FROM THE LAB TO THE BOTTLE

**NEO**CUTIS has long been considered a leader in skin rejuvenating technology. Now, **NEO**CUTIS has used its expertise to create a new generation of peptides to help support not only Collagen but also Elastin and HA.





### INTRODUCING MPC™ A NEW CLASS OF COSMETIC TECHNOLOGY

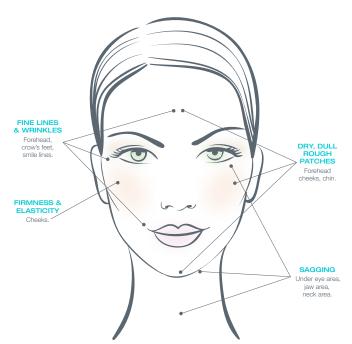
Years of cutting edge skin research drove the discovery of MPC<sup>TM</sup> technology. This patent-pending, breakthrough technology was inspired by a new understanding of Matrikines. And with MPC<sup>TM</sup>, NEOCUTIS continues to revolutionize anti-aging technology. To fully understand why, let's take a look at how skin works.

### YOUTHFUL-LOOKING SKIN STARTS WITH A HEALTHY EXTRACELLULAR MATRIX

The skin is made up of different layers, with the extracellular matrix (ECM) in the dermis. The ECM plays a critical role in aging, and the components of the ECM are key in skin rejuvenation. Collagen provides strength to the skin. Elastin is the main contributor to elasticity, helping skin look firm, "bounce back" and not sag. Hyaluronic Acid (HA) holds moisture in, keeping skin hydrated and looking plump.

### COMPONENTS OF THE ECM THAT IMPACT AGING

As we age, the skin naturally breaks down 5 key components of the ECM: Collagens I, III and VII, Elastin and HA. As this happens, skin begins to show the visible signs of aging such as fine lines, wrinkles, loss of elasticity and firmness, dryness, roughness, dullness, and sagging.



#### **HOW IS SKIN REVITALIZED?**

Maintaining youthful-looking skin and reducing the visible signs of aging is a matter of stimulating production of more Collagens I, III and VII, Elastin and HA. That happens with help from very small proteins called Matrikines. Matrikines are formed naturally when the skin is damaged, acting as "first responders" to help revitalize skin. Within the ECM, Matrikines signal the skin to produce various components including Collagens I, III and VII, Elastin and HA-essential elements of youthful-looking skin.

### INSPIRED BY MATRIKINES POWERED BY MPC™

Swiss scientists combined cutting-edge Matrikine research with their expertise in anti-aging technology to develop MPC $^{\text{TM}}$  (Micro Protein Complex). MPC $^{\text{TM}}$  is a patent-pending technology that uses a blend of synthetic peptides exclusive to NEOCUTIS. MPC $^{\text{TM}}$  offers Matrikine-like benefits to help restore and rejuvenate aging skin.

#### SKIN-REJUVENATING EFFECTS OF MPC™\*

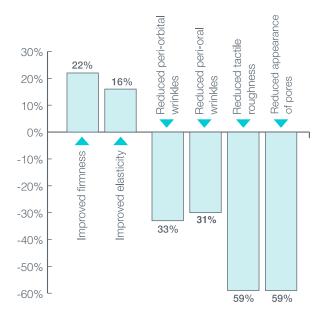
In an in vitro study, the trio of micro-proteins in MPC<sup>™</sup> has been shown to help promote the five essential components of the extracellular matrix known to be depleted in aged skin.

These results reflect the maximum effects of MPC $^{TM}$  obtained from *in vitro* testing.



### ANTI-AGING STUDY RESULTS POWERED BY MPCTM\*

A 6-month anti-aging consumer study by an independent testing facility evaluated the benefits of an MPC formulation:



Results shown after 6 months of twice daily usage. Results may vary.

### CONSUMER REPORTED RESULTS FROM ANTI-AGING STUDY\*\*

- 97% of study subjects reported satisfaction with their results.
- 87% of study subjects reported the elasticity of their skin had improved.
- 85% of study subjects reported improvement in the appearance of fine lines and wrinkles around their eyes.
- 69% of study subjects reported improvement in the appearance of fine lines and wrinkles around their nose and mouth.

# THE MICRO•ESSENTIALS POWERED BY MPC™ HELP PROVIDE VISIBLE ANTI-AGING RESULTS.\*





BEFORE





BEFORE





BEFORE





BEFORE





BEFORE





BEFORE





BEFORE





BEFORE

#### COSMETIC TECHNOLOGY

NEOCUTIS develops innovative technologies that successfully address skin concerns from aging to skin discolorations to lack of hydration.

MPC<sup>™</sup> offers a breakthrough alternative in skin rejuvenation to help address aging concerns including skin elasticity, firmness, fine lines and wrinkles. The specific micro-proteins found in MPC<sup>™</sup> are foundational in the nourishment of Collagens I, III and VII, Elastin and HA necessary for youthful-looking skin.

**MELAPLEX**®, a proprietary, innovative skin-brightening complex, is a hydroquinone-free alternative that helps improve the appearance of skin discoloration and aging skin and offers clinically demonstrated results.

**ROSAPLEX®**, an exclusive technology platform, addresses skin redness. Based on the theory that an imbalance in skin's natural harmony contributes to the appearance of redness, this complex formulated with caffeine is designed to help restore skin's equilibrium.

**VITAPLEX C™** is a patent-pending technology platform, which provides an advanced defense against skin-aging free radicals. Vitamin C, plus a selection of other potent anti-oxidants and energizing creatine, work to help neutralize free radicals and promote anti-oxidant regeneration.

**HYALURONATE** Premium grade Hyaluronic Acid technology improves skin hydration by delivering immediate moisture to the dermal layer of the skin. The high concentration of Hyaluronic Acid is key to obtaining optimal anti-aging results.



#### A NEW STANDARD IN ANTI-AGING SKINCARE

#### MICRO•ESSENTIALS™

The MICRO•ESSENTIALS skincare collection is the core anti-aging regimen powered by MPC™ (Micro Protein Complex). This daily ritual helps minimize the appearance of fine lines and wrinkles, enhance elasticity and minimize the feel of skin firmness. The MICRO•ESSENTIALS are multi-functional and suitable for all skin types including sensitive skin and delicate post-procedure skin.



MICRO•ESSENTIAL™SKINCARE Core Regimen Powered by MPC™				
		AM	PM	
1	NEO*CLEANSE Gentle Skin Cleanser NORMAL TO DRY SKIN	<b>Ø</b>	<b>Ø</b>	
	NEO*CLEANSE Exfoliating Skin Cleanser <sup>†</sup> NORMAL TO OILY SKIN	<b>Ø</b>	<b>Ø</b>	
2	MICRO•DAY™ Rejuvenating Cream Broad-spectrum Sunscreen SPF 30 Multi-functional anti-aging cream with MPC™. ALL SKIN TYPES	<b>S</b>		
3	MICRO•NIGHT™  Rejuvenating Cream  Nightly anti-aging cream with MPC™.  ALL SKIN TYPES		<b>⊗</b>	
4	MICRO•EYES™  Rejuvenating Cream  Anti-aging eye cream with MPC™.  ALL SKIN TYPES	<b>Ø</b>	<b>Ø</b>	
5	MICRO•SERUM™ Intensive Treatment Intensive anti-aging serum with MPC™. ALL SKIN TYPES	<b>Ø</b>	$\bigotimes$	

### MICRO·DAY

### Rejuvenating Cream Broad-spectrum Sunscreen SPF 30

#### POWERED BY MPC™

#### **ALL SKIN TYPES**

Anti-Aging



### ONE APPLICATION DELIVERS 4 BENEFITS

- Skin revitalization
- Anti-oxidant care
- Broad-spectrum UVA/UVB sun protection
- Hydration

#### **ANTI-AGING POWER**

- Helps minimize the appearance of fine lines and wrinkles
- Enhances suppleness and elasticity
- Helps to improve the overall feel of skin firmness
- Hyaluronic Acid helps provide skin hydration
- The intensive anti-oxidant blend of green tea extract, forms of Vitamins C and E, plus melanin, help to defend against free-radical damage

#### PROTECTIVE CARE

- Multi-functional cream helps restore moisture and provides broad-spectrum UVA/UVB SPF 30 sun protection
- Can be used as adjunctive skincare following cosmetic or dermatological procedures

Use AM or as directed by your physician to get benefits of four products in one

### MICRO·NIGHT

#### Rejuvenating Cream

#### POWERED BY MPC™

#### **ALL SKIN TYPES**

Anti-Aging



### RECHARGE YOUR SKIN WHILE YOU SLEEP

- Essential Nutrients
- Hydrating Glycerin
- Moisturizing Lipids

#### ANTI-AGING POWER

- Targets multiple signs of skin aging including fine lines, wrinkles, elasticity and firmness
- Delivers essential nourishment to help revitalize and rejuvenate the appearance of skin
- Recharges skin while you sleep with essential micro-proteins for firmer, more luminous skin
- Moisturizing lipids combined with hydrating glycerin help promote suppleness and smoothness

#### SKIN SOOTHING

- Multi-functional cream helps restore moisture and soothe skin after cosmetic or dermatological procedures
- Can be used as adjunctive skincare with topical medications prescribed by your healthcare provider

Use PM or as directed by your physician for visible results

## **MICRO·EYES**

#### Rejuvenating Cream

#### POWERED BY MPC™

#### **ALL SKIN TYPES**

Anti-Aging



#### **MULTI-TASKING CREAM** TARGETS THE DELICATE **EYE AREA**

- Diminishes the appearance of fine lines and wrinkles
- Hydrates and soothes
- Reinvigorates tired eyes

#### ANTI-AGING POWER

- Minimizes the signs of aging specifically around the unique eye area such as crows feet, hollowness and crepiness
- Hydrating Hyaluronic Acid helps plump up the appearance of skin
- Visibly reduces skin puffiness with caffeine
- Refreshes the delicate eve area with bisabolol, a component of chamomile extract, so eyes appear younger and smoother with regular use
- Helps alleviate the look of fatigue and under eve darkness

Use AM/PM or as directed by your physician for noticeably younger looking eyes

NON-COMEDOGENIC DERMATOLOGIST AND OPHTHALMOLOGIST TESTED FREE OF COLOR ADDITIVES • FRAGRANCE-FREE

### MICRO·SERUM

#### Intensive Treatment

#### POWERED BY MPC™

#### **ALL SKIN TYPES**

Anti-Aging



# SUPER-CHARGED WITH AN EXTREME AMOUNT OF MPC™ TO PROVIDE MAXIMUM REJUVENATING BENEFITS

#### INTENSIVE ANTI-AGING POWER

- A concentrated blend of micro-proteins targets more than fine lines and wrinkles to address the complex signs of aging including firmness, elasticity, tone and texture
- Supports skin's natural Collagen for powerful anti-aging intervention
- Skin-tightening pullulan and algae extract plus skin-hydrating Hyaluronic Acid help quickly transform the feel of skin
- Helps contour visible sagging of the brow and jawline
- Revitalizes the appearance of suppleness and elasticity

Use AM/PM or as directed by your physician for for powerful anti-aging results

### **NEO·CLEANSE**

#### Gentle Skin Cleanser Exfoliating Skin Cleanser

#### **POWERED BY GLYCERIN**

#### **ALL SKIN TYPES**

Cleansing



#### GLYCERIN-RICH CLARIFYING CLEANSERS HELP GENTLY MELT AWAY MAKE-UP AND SURFACE IMPURITIES

Formulated without harsh sulfate detergents, dyes or fragrances, for skin that feels fresh, clean and comfortable after cleansing

#### GENTLE SKIN CLEANSER NORMAL TO DRY SKIN

Post-Procedure. Sensitive Skin

- Luxuriously creamy cleanser rich in glycerin helps gently purify without stripping skin's natural barrier
- Skin-soothing formula ideal for dry skin, post-procedure cleansing and redness-prone skin



### EXFOLIATING SKIN CLEANSER NORMAL TO OILY SKIN

Anti-Aging, Exfoliation

- Retexturizing 10% glycolic acid gel cleanser helps reveal fresh, vibrant skin that glows with the hydration of glycerin
- Primes skin prior to procedures

Specifically formulated to work with other NEOCUTIS skincare products

Use AM/PM or as directed by your physician to cleanse, hydrate and prime skin

#### TARGETED SKINCARE RITUAL

#### **SWISS BOOSTERS®**

The SWISS BOOSTERS are a collection of targeted problem solvers using Melaplex®, Rosaplex®, Vitaplex  $C^{TM}$  and HYALURONATE technologies. Layered into the MICRO•ESSENTIAL skincare regimen, these BOOSTERS offer the option to help improve skin's visible imperfections on an individual basis, with innovative technology and premium-grade cosmetic compounds.



SWISS BOOSTERS®  Targeted solutions to address specific skincare concerns.			
INTENSIVE ANTI-AGING	AM	PM	
NOUVELLE  Retinol Correction Cream Powered by MELAPLEX® ALL SKIN TYPES		<b>⊘</b>	
BRIGHTENING/PIGMENTATION	AM	PM	
PERLE Skin Brightening Cream Powered by MELAPLEX® ALL SKIN TYPES	<b>Ø</b>	•	
REDNESS	AM	PM	
PÊCHE Redness Control Powered by ROSAPLEX® ALL SKIN TYPES	<b>Ø</b>		
OXIDATIVE STRESS	AM	PM	
RéACTIVE Anti-Oxidant Serum Powered by VITAPLEX C™ ALL SKIN TYPES	<b>Ø</b>	<b>⊘</b>	
HYDRATION	AM	PM	
HYALIS Hydrating Serum			



### Retinol Correction Cream

#### POWERED BY MELAPLEX®

#### ALL SKIN TYPES Anti-Aging, Brightening



#### TACKLE THE SIGNS OF PHO-TO-AGING WITH ONE POWER-FUL, AWARD-WINNING SKIN-CARE TREATMENT

Powered by age-fighting retinol plus light-infusing MELAPLEX® for a multi-dimensional approach to help limit signs of skin aging and uneven skin tone

### Nightly use of NOUVELLE Retinol Correction Cream:

- Reduces the appearance of fine lines, wrinkles and signs of photo-aging
- Delivers a concentration of 0.6% retinol through unique micro-bead technology for visible benefits with low to limited skin irritation
- Provides visible, hydroquinone-free brightening to help restore the look of skin clarity and tone with MELAPLEX® technology

### Use PM only to help rejuvenate the appearance of skin while you sleep

Use of Sunscreen SPF 30 during the day is recommended such as JOURNÉE Bio-restorative Day Cream Broad-spectrum Sunscreen SPF 30

### NON-COMEDOGENIC • DERMATOLOGIST TESTED FREE OF COLOR ADDITIVES • FRAGRANCE-FREE

Contraindications: Do not use NOUVELLE+ if you are pregnant or lactating. Do not use if taking prescription acne medication, or after undergoing a skin procedure such as a peel, or light and laser treatments.

Sunburn Alert: This product contains an alpha hydroxy acid (AHA) that may increase your skin's sensitivity to the sun and particularly the possibility of sunburn. Use a sunscreen, wear protective clothing, and limit sun exposure while using this product and for a week afterwards.

# PERLE Skin Brightening Cream

#### POWERED BY MELAPLEX®

#### ALL SKIN TYPES

Brightening, Skin Tone



#### HYDROQUINONE-FREE SKIN BRIGHTENING ALTERNATIVE CLINICALLY SHOWN TO HELP REDUCE THE APPEARANCE OF SKIN DISCOLORATIONS\*

MELAPLEX®, a patent-pending, innovative skin-brightening complex, is a hydroquinone-free alternative to help improve the appearance of skin discoloration and uneven skin tone

- Helps restore skin clarity and tone for a more luminous, younger-looking complexion
- Improves the look of skin brightness and radiance
- Gentle enough for extended use and suitable for all skin types
- Can be used as maintenance care after completing a hydroquinone regimen

### Use AM/PM or as directed by your physician for brilliant skin rejuvenation

Use of Sunscreen SPF 30 during the day is recommended such as JOURNÉE Bio-restorative Day Cream Broad-spectrum Sunscreen SPF 30

### NON-COMEDOGENIC • DERMATOLOGIST TESTED FREE OF COLOR ADDITIVES • FRAGRANCE-FREE

\*Dreher, F., Draelos Z., Gold M., Goldman, M., Fabri, S., Lupo, M. Efficacy of Hydroquinone-free Skin-Lightening Cream for Photoaging. Journal of Cosmetic Dermatology, 2013; 12, 12-17. Results may vary.



#### POWERED BY ROSAPLEX®

#### **ALL SKIN TYPES**

Redness



#### REDNESS-BALANCING SERUM HELPS MAINTAIN SKIN'S EQUILIBRIUM WITH A TARGETED BLEND OF INGREDIENTS

ROSAPLEX®, is a patent-pending redness-minimizing complex fortified with dextran sulfate, zinc, caffeine and glycerin to help improve overall skin redness

- Visibly enhances the skin's appearance for a healthy-looking glow
- Helps improve the appearance of skin blotchiness
- Manages the appearance of blemishes
- Helps soothe and comfort stressed skin
- PÊCHE can be used as adjunctive skincare with topical medications prescribed by your healthcare provider and for the management of skin redness

### Use AM/PM or as directed by your physician to help maintain skin's equilibrium

Use of Sunscreen SPF 30 during the day is recommended such as JOURNÉE Bio-restorative Day Cream Broad-spectrum Sunscreen SPF 30

### RÉACTIVE Anti-Oxidant Serum

#### POWERED BY VITAPLEX C™

#### **ALL SKIN TYPES**

Oxidative Stress



#### HELP PRESERVE SKIN'S YOUTHFUL LOOK WITH AN ADVANCED ANTI-OXIDANT COMPLEX

VITAPLEX C™ offers one of the most complete anti-oxidant defense systems available to help neutralize free radicals and promote anti-oxidant regeneration

- A synergistic blend of stabilized Vitamin C at a concentration of 15% combined with Vitamin E helps provide the first line of defense against oxidative stress
- Additional potent anti-oxidants include epigallocatechin gallate (EGCG), a green tea polyphenol, and dimethylmethoxy chromanol, an anti-oxidant similar to Vitamin E, to help defend against oxidative stress and aid in regenerating anti-oxidants
- Creatine, an amino acid metabolite, helps energize skin to defend against environmental stress
- Helps limit signs of redness related to oxidative stress

### Use AM/PM as the last step of your skincare regimen to provide the first line of defense

Use of Sunscreen SPF 30 during the day is recommended such as JOURNÉE Bio-restorative Day Cream Broad-spectrum Sunscreen SPF 30



#### **POWERED BY HYALURONATE**

#### **ALL SKIN TYPES**

Dehydration, Anti-Aging, Post-Procedure



#### FAST-ACTING HYDRATING SERUM HELPS DELIVER A WAVE OF HYDRATION

Formulated with a high concentration of premium-grade 1% hyaluronate (Hyaluronic Acid) for optimal purity and efficacy

- Creates a smooth and plump appearance
- Intensive hydrating action is like a "drink of water" for the skin
- Suitable to help sooth and hydrate sensitive, stressed skin after cosmetic or dermatological procedures
- May be used as adjunctive skincare to drying dermatological treatments

Use AM/PM or as directed by your physician to boost skin's hydration!

## NEO PEEL Glycolic Acid Solution

#### POWERED BY GLYCOLIC ACID & MELAPLEX®

#### **ALL SKIN TYPES**

Anti-Aging, Photo-Aging, Brightening



### THE "LUNCHTIME" PEEL REDEFINED

 Glycolic acid combined with MELAPLEX® technology creates the next dimension in superficial peels

NEO•PEEL combines glycolic acid with skin-brightening agents to help minimize the appearance of skin aging, including:

- Uneven tone and texture
- Skin pigmentation
- Roughness and surface irregularities
- Lines and wrinkles

Following a consultation, your skincare professional may recommend a series of 3 to 6 in-office peels repeated every 2 weeks or more. Improvement in skin tone and texture may be visible after one peel, but more pronounced results require a series of 3 to 6 peels.

#### Subject showed a 54% increase in skin smoothness!\*





#### Ask your physician if NEO.PEEL is right for you!

\*Un-retouched photos of a series of 3 NEO•PEEL treatments (40%, 50% and 60%) with the use of PERLE Skin Brightening Cream twice daily and JOURNÉE Bio-restorative Day Cream Broad-spectrum Sunscreen SPF 30 during the day.

Results may vary.

"Clinical skin imaging reveals rough (black areas) and smoother skin texture (white areas) before treatment and after treatment.

Sunburn Alert: This product contains an alpha hydroxy acid (AHA) that may increase your skin's sensitivity
to the sun and particularly the possibility of sunburn. Use a sunscreen, wear protective clothing, and limit sun exposure
while using this product and for a week afterwards.

### JOIN THE NEOCUTIS SWISS REWARDS PROGRAM TODAY!



The Swiss Rewards program is a mobile consumer loyalty program created to enhance your **NEO**CUTIS experience. Everything you need to keep skin healthy looking and beautiful is just a finger tap away!

Earn and redeem points on qualifying NEOCUTIS products, view your points balance, receive new product notifications and more!

\*NEO • PEEL Glycolic Acid Solution with MELAPLEX® Technology is excluded from the Swiss Rewards program.

Offer valid only at participating skincare providers and excludes internet providers.



### **NEO**CUTIS

A Division of Merz North America, Inc. Raleigh, NC www.NEOCUTIS.com 1,877,485,5002