

ICONIC

LUXURY NATURAL SKINCARE



THE INTENSE RENEWAL COLLECTION

The latest generation of luxury anti-aging skincare based on advanced biotechnology

INTENSE RENEWAL COLLECTION by ICONIC SKINCARE is an advanced natural beauty concept based on new anti-aging DNA messenger biotechnology which ignites skin's own ability to repair itself and prevent new signs of aging. It is designed for the most demanding of skin types including ethnic skin and mature, fragile skin. Exclusive and highly effective active ingredients address every aspect of skin's aging process.

ICONIC'S exclusive DNA messenger technology is a new innovation from plant derived cells, available only in very limited quantities worldwide, developed in North Central France. ICONIC is a pioneering brand that offers the most luxurious and effective skincare treatments globally.

INTENSE RENEWAL utilizes patented DNA messenger cell biotechnology which stimulates cellular energy and skin regeneration while protecting skin's cellular structures. As skin ages, DNA strands become more fragile and cellular mitosis communication degrades to slow cellular regeneration. This results in slower cell turnover of skin cells and less robust collagen production found in young skin.

Clinical levels of active, plant derived, DNA messengers along with high concentrations of regenerating ingredients, awaken even the most dormant complexions. Miraculous improvement is seen in hydration, skin texture, and luminosity in a matter of days. In weeks, this powerful anti-aging powerhouse reverses photo-damage and diminishes the depth of fine lines and wrinkles.

Intense Renewal Collection

Unprecedented rejuvenation.



ICONIC ULTIMATE ANTI-AGING SKIN PRESERVER

DNA Regenerating Hydrating Cream

Rejuvenates the skin an average of 2 years in 4 weeks*

This powerful rejuvenating treatment cream with clinical levels of active, plant derived, matrix DNA messengers slows the aging of skin age biomarkers and prolongs the lifespan of skin cells and rebuilds collagen in the dermal matrix. This miraculous cream displayed amazing results “up to 45% less wrinkles in 8 weeks” in clinical test results. ***



DNA messengers preserve the integrity of telomeres (the structures that protect the ends of chromosomes) to prevent the senescence of skin cells while rebuilding the dermal matrix, resulting in a reduction of fine lines and wrinkles.

This powerful treatment stimulates cellular turnover to energize sluggish mitosis in skin cells. It also promotes increased renewal and regeneration of cells from the inside out, to effectively resurface damaged skin and promote collagen synthesis by up to 350%.

Matrix DNA messenger technology is 100 times more potent than retinoic acid for cell renewal, improved skin tone, texture and luminosity without the side effects of sun sensitivity, dryness, irritation or inflammation that retinols are known for.

- Reverses photo-aging and protects against future damage
- Provides an intensive lifting and firming effect for youthful facial contours
- Corrects and hydrates extremely dry skin

* Results from *in vivo* clinical test after 30 days.

** Results from *in vivo* and *in vitro* clinical test after 8 weeks

*** The results generated by the clinical studies show excellent anti-wrinkle efficacy after 2 months of daily application: reduction in the volume and depth of deep wrinkles (-45%)

RADICAL ANTI-AGING SERUM

Antioxidant bio-regenerative extreme serum

This intensive antioxidant serum seeks out free radicals to counteract internal oxidative stress at a cellular level to combat wrinkles, dark spots and dullness. High concentrations of three forms stabilized ascorbic acids, and micronized collagen provide essential ingredients to strengthen the dermal matrix.

Moisture binding hyaluronic acid maintain's skin's hydro-lipid barrier. As skin ages, natural levels of hyaluronic acid in skin decrease. Hyaluronic acid can bind up to 1000 times its weight in moisture to visibly enhance elasticity and maintain hydration for optimal cell function.

Radical Ant-aging Serum revitalizes and restores skin's vitality and purifies, clarifies and brightens skin.





EXTREME REGENERATING HYDRATOR

Anti-aging bio-protective and regenerative cream

This luxuriously textured cream revives and revitalizes the skin with a carefully selected collection of twenty four powerful botanicals and synergistic ingredients to provide unparalleled anti-aging and hydrating results. An exclusive nanoparticle delivery system promotes greater penetration of active ingredients within the dermal layers.

Protective antioxidants and DNA messenger complex repair sun-damaged skin while protecting it from future free radical damage. Maintaining the proteins that cause cellular aging at adequate levels, helps to prevent premature aging of the skin's cells.

Pomegranate extract, rich in Ellagic Acid, provides spectacular results and gives the skin a surprisingly radiant appearance.

Skin feels hydrated and looks fresh for a full 24 hours and has an amazingly clean feel, with no heavy oils to clog pores.

- Diminishes fine lines and wrinkles
- Increases collagen production for increased elasticity and firmness
- Corrects extremely dry skin from the inside out, for a luminous complexion



BRIGHTENING ENERGIZING SERUM

Lightening corrective treatment

This advanced serum infuses the deepest levels of the skin with advanced brightening ingredients. An effective cocktail of natural brightening botanicals fades spots and provides exceptional clarity to skin. Kojic acid, derived from sake, Arbutin and Tyrostat® provide continual brightening results by targeting excess melanin production and inhibits tyrosinase enzymes.

Carnitine (L) provides essential fatty acids to moisturize and boosts mitochondria energy production for gentle, accelerated cell turnover. Enhancing the skin's own anti-oxidative mechanisms efficiently minimizes the amount of free radical damage, resulting more radiant skin.

- Restores even skin tone by fading and preventing dark spots
- Induces repair of the skin due to its intensive regenerating properties.

LUMIERÉ BRIGHTENING LOTION

Intensive brightening corrective lotion

This silky, hydrating lotion is clinically proven to correct and prevent dark spots within 6 weeks. Sea Daffodil*, a natural source of hydroxycinnamic acid, contains potent properties to effectively correct pigmentation flaws in each of three phases that lead to hyper-pigmentation: 1) within the nucleus where excess melanin originates; 2) during the process where it progressively travels toward skin's surface; 3) on the surface where spots become visible.

DN-AGE protects cell structures against UV damage and fights against signs of photo-aging and hyper-pigmentation. Lumieré restores even skin tone and prevents future formation of dark spots. Optimal for all skin types, including ethnic and mature skin.

Kombucha Black Tea promotes anti-glycation activity, prevents environmental damage enhances skin smoothness and radiance.

- Restores even skin tone and prevents the formation of discolorations
- Restores moisture to dry skin types
- Provides exceptional clarity and luminosity

* Skin friendly: effective results without sensitizing the skin.

- ICONIC products are never tested on animals.





PURE BRIGHTENING CLEANSER

A luxurious cleanser that boosts skin brightening

A complete and refreshing cleansing regimen to effectively remove dirt and eye makeup in just one step.

This gentle, low lathering, sulfate-free cleanser that removes dirt and makeup thoroughly without over drying skin. Essential fatty acid carnitine (L) boosts mitochondria energy production while Tyrostat, and nine potent botanicals fade and prevent hyper-pigmentation.

The luxurious sensory properties of pure botanical extracts, of vanilla, lavender, jasmine and magnolia, maintains skin's protective barrier while illuminating the complexion.

- Purifies and decongests the skin
- Clarifies and fades hyper-pigmentation
- Generates a healthy, glowing and vibrant complexion
- Great for all skin types. Free of synthetic dyes or fragrances.

ICONIC SKINCARE

Advanced Biotechnology in Luxury Skincare

ICONIC SKINCARE utilizes patented, DNA messenger biotechnology and exclusive, highly effective active ingredients to address all signs of aging like wrinkles, spots, loss of elasticity and firmness. ICONIC products come in airless containers to keep products fresh and potent indefinitely. The Intense Renewal Collection™ is truly an anti-aging powerhouse.

DNA messenger molecules activate specific genes in skin cells, which are involved in renewal and regeneration, and can regulate skin repair and wound healing. This potent technology displayed amazing results, “after 1 month, photo-induced aging was reversed by 2 years” and “45% less wrinkles in 2 months” confirmed by clinical test results.

Co-founders Jim and Heather Holmgren felt a real commitment to develop the most effective skincare possible, without harsh chemicals that could be used safely and effectively by individuals with all skin types, notably sensitive skin. “We strive for a balance of advanced biotechnology and natural ingredients with visible anti-aging results. We spared no expense to seek out the most ground-breaking new technology, globally”. All ICONIC products are naturally derived, paraben, glycol, phthalate, and petrochemical free with no artificial colors or fragrances.

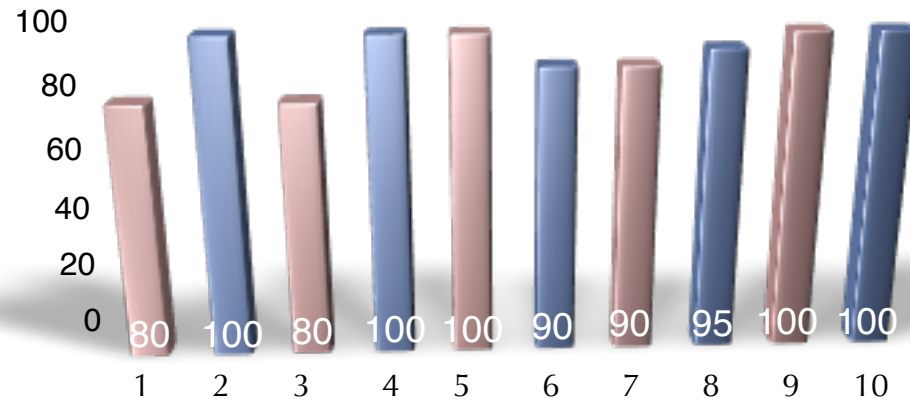
Co-founder, Heather Holmgren told us, “My Aunt, Dorothy Gerber and Uncle Frank, founders of Gerber Baby Foods, based in Fremont, Michigan, were true innovators who influenced me greatly”. Says Holmgren, “I grew up with Gerber baby food and I saw the company grow into a world leader in natural baby foods. Dorothy and Frank’s commitment to quality and integrity were uncompromising. They instilled true entrepreneurship and belief in America ingenuity.”

Co-founder, Jim Holmgren traveled the world learning about packaging innovations and trends, with his father, R. Bruce Holmgren. Holmgren was a leading packaging expert, co-founder of Package Engineering Magazine, and a developer, educator and advisor to top U.S. companies and NASA.

INCREDIBLE REJUVENATING RESULTS

Clinical tests conducted by an independent testing laboratory has proven the effectiveness of the properties in ICONIC SKINCARE products.

ICONIC'S Intense Renewal Collection visibly counteracts signs of age: improves the texture and renews the skin; reduces wrinkles and expression lines.



1. Reduction of the appearance of wrinkles.
2. Younger appearance of the skin.
3. Firmer skin.
4. Immediate hydration.
5. Long-lasting hydration.
6. Nourishes the skin.
7. Tones the skin.
8. Enhances elasticity.
9. Smoother and softer skin.
10. Radiant, luminous skin.

ICONIC DNA MESSENGER COMPLEX vs. RETINOL

Collagen repair post-UVA irradiation

A dermal protective and repairing effect of Pal GHK (DNA Messenger Complex) on the collagen contained in the skin, post-UVA irradiation, was demonstrated [LINTNER and PESCHARD, 2000]. In those tests, the efficacy of the tripeptide Pal-Gly-His-Lys (5 ppm) was compared to that of retinoic acid (500 ppm), and the activities found to be equivalent.

Compared with the irradiated control (Photo 1), the biopsy specimens treated with 5% **BIOPEPTIDE CLTM** (i.e. 5 ppm peptide Pal-GHK equivalent) and those treated with 500 ppm retinoic acid showed increased collagen fiber density in the presence of Pal- GHK (Photo 2) and a dermis with a high collagen content (relative to the non-irradiated control), **with almost complete protection by retinoic acid at a concentration 100-fold higher than the Pal-GHK peptide.**

RETINOL
500 ppm

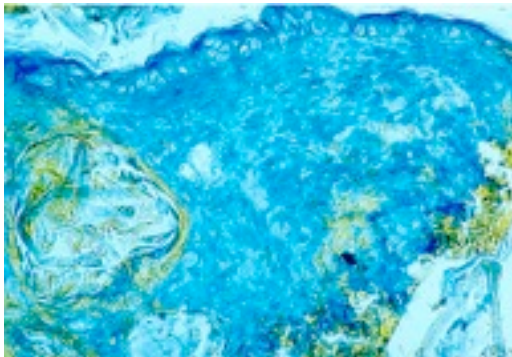


Photo 1 Skin section irradiated with UVA for one week and treatment with 500 ppm Retinoic acid. The collagen fiber density is much lower than on a non irradiated skin (41% degradation) - (Magnification: x317)

ICONIC DNA MESSENGER COMPLEX
5 ppm



Photo. 2: Skin section after UVA irradiation and treatment with 5% **BIOPEPTIDE-CL** (i.e. 5 ppm Pal-GHK) for one week. The collagen fiber density is greater than that for the UVA-irradiated sites. (Magnification: x317).