



BREAKTHROUGH COSMECEUTICAL SKINCARE LINE REPRESENTS THE EVOLUTION OF ANTI-AGING TECHNOLOGY

New "iS" Line from **INNOVATIVE SKINCARE®** Introduces
Unprecedented **Extremozyme®** Formulations

BURBANK, CALIFORNIA — INNOVATIVE SKINCARE®, a respected industry leader dedicated to staying on the cutting edge of cosmeceutical technology, has announced the launch of a groundbreaking new brand: iS. Like the other product lines under the INNOVATIVE SKINCARE® umbrella, iS will focus on advanced formulation and pharmaceutical-grade ingredients, blending the very best that nature and science have to offer. But while the company's iS CLINICAL® line is available exclusively from dermatologists, plastic surgeons, medical spas and luxury professional skincare locations, the new iS product line will be available to the general public—making their proven clinical results accessible to a wider audience than ever before.

The iS product line will offer eight effective formulations that can be used to personalize a daily four-step regimen: Cleanse, Treat, Hydrate and Protect. Looking to nature for inspiration, INNOVATIVE SKINCARE®'s research and development team found that microorganisms living in extreme conditions contain special enzymes that enable them to tolerate high levels of heat, cold, pressure, aridity, acidity, salinity and radiation. By incorporating these "Extremozymes" into their advanced iS formulations, the chemists were able to leverage these enzymes' natural ability to nurture the skin on a cellular level—protecting it from aging by combating major environmental causes: heat, cold, dehydration, radiation, and free radical damage.

INNOVATIVE SKINCARE® is known for its dedication to backing up clinical claims. Their latest jaw-dropping result, which has generated significant pre-launch buzz in the dermatology community, is regarding the new iS line's EXTREME PROTECT SPF 30—the first SPF treatment product clinically proven to help protect against the DNA damage that can lead to the development of skin cancer. "This is the only product on the market of its kind that I have seen," said INNOVATIVE SKINCARE®'s CEO, Bryan Johns. "What sets our results apart is the fact that these clinical studies were performed on the entire formula, not just one ingredient—which is what you most often see in skin care studies. Our studies showed that skin protected with EXTREME PROTECT SPF 30 may experience less DNA damage in direct sunlight than untreated skin in total darkness. We have not seen a DNA protective skincare formulation with this level of clinical validation until now!"

The complete iS line includes eight products, including REPARATIVE MOISTURIZER, RESTORATIVE EYE COMPLEX, PROTECTIVE MOISTURIZER SPF 15, EXTREME PROTECT SPF 30, AGE TREATMENT COMPLEX, DAILY CLEANSER, EXFOLIATING ENZYME TREATMENT and INSTANT SMOOTHING GEL. Each unique formula in the line combines pharmaceutical-grade ingredients with active naturals (including botanicals, proteins, peptides and enzymes) and is safe for all skin types. With an affordable mid-range price point (\$10–\$98), iS is an ideal introduction to consumers who have not yet experienced the benefits of cosmeceutical skincare. For details or to purchase iS, visit www.InnovativeSkincare.com.

ABOUT INNOVATIVE SKINCARE®: Using a global approach to research and development provides the Innovative Skincare team the unique ability to combine traditional botanical medicine with advanced technological formulation expertise. All products are created using the highest quality pharmaceutical-grade ingredients. The company employs the highest ethical standards to advance the science of skin—one face at a time.

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