

Facts on genetically customized skin care

Q: What makes this DNA UltraCustom formulation more effective than any other high-end cream that makes wrinkle appearance reduction claims?

A: The most important difference is that DNA UltraCustom is a “genetically guided” formulation and created to optimally target an individual’s specific skin health needs. This is “true customization” based on the individual’s DNA profile; the benefit is optimal repair, protection and skin health maintenance.

Q: Are there clinical studies on DNA UltraCustom?

A: Yes. Dermagenetics performed an independent 8-week double blind, placebo controlled half-face study with 31 women age 35-55. All skin-testing in the study was performed by a licensed dermatologist and clinical team. The summary results are published in Dermagenetics’ brochures and as you can see are outstanding.

In addition Dermagenetics performed an in vitro (skin-cell study) on the SNPDerms™ actives prior to the in vivo clinical trial.

Q: Are their testimonials from users of DNA UltraCustom?

A: The greatest testimonials are the results from the clinical trial. Also, the article: *Dermagenetics – Your Spa’s Next Profit Center*, by Dr. Robert Keller, reports results from the Keller Skin Institute at Pebble Beach Spa. That article can be downloaded at <http://www.dermageneticsusa.com/news.html>.

Please feel free to check back soon at www.dermageneticsusa.com as we will be posting new product testimonials soon.

Q: Do these clinical studies show the “reduction in the appearance” of wrinkles, photo-aging and skin firmness or does this study “actually show a true reduction” in wrinkles, increase in skin firmness and decrease in photo-aging?

A: Both. The clinicians used a variety of sophisticated skin evaluation technologies for quantitative measurements; as in many clinical studies, they also utilized a participant questionnaire to measure and evaluate the participant’s impressions of their personal results.

Q: Are these studies available for handouts?

A: The study is 180+ pages. However the study summary (directly from the study) will be made available at the resource center at www.dermageneticsusa.com

Q: What are SNPs?

A: SNPs (pronounced ‘snips’) stands for ‘single nucleotide polymorphisms.’ These SNPs are small but common natural variations in your DNA; SNPs are largely responsible for our physical (and biochemical) uniqueness.

A SNP, for example, may inhibit your body’s ability to control the build up of free radicals (also known as oxidative stress) and free radicals can damage cells, including cellular DNA. These random mutational events are now considered to be major contributors to a cascade of events leading to a variety of skin conditions and possibly skin diseases.

Q: What are SNPDerms™?

A: SNPDerms™ is the name for the specific blend of active ingredients created to respond to each of the SNP areas addressed by the Dermagenetics™ skin-gene test.

Q: How can we be sure test results are kept private?

A: Dermagenetics respects the privacy of every individual and has taken numerous precautions to create a process that will allow individuals to maintain the highest level of privacy.

All information provided by the customer is kept on a secure server and all samples are identified by numerical barcode only. Private information is never shared with a third-party. Dermagenetics maintains a strict confidentiality policy.

Dermagenetics lab only measures DNA-SNPs related to skin-health and after the genetic evaluation is completed all DNA sample material is destroyed.

Q: Do you have to be a physician or have a physician perform the DNA test?

A: No. Dermagenetics™ Profiles are not classified as a medical test and therefore do not require a physician to administer the sample or a physician's prescription; the sample can be collected by anyone including the person being tested. (Please read the directions included with the collection kit). After the sample is received, the DNA testing is performed by Dermagenetic's testing lab.

Q: What does the Dermagenetics® Skin DNA test actually measure?

A: The test identifies if a person has a SNP (small variations in the DNA) in certain genes related to an individual's skin health. It specifically measures SNPs related skin-aging, wrinkling, collagen breakdown, irritation and the skin's ability to defend against environmental stresses.

Q: Are some of the product ingredients currently being used in other product lines on the market today?

A: In some case yes, but what makes this technology different (and more effective) is the application of specific concentrations and combinations of SNPDerms® (active ingredients) custom-formulated to address an individual's genetics propensity for collagen breakdown; photo aging; wrinkling; skin aging and their skin's ability to tolerate environmental pollutants. Everyone truly receives their own personal skin care formula, based entirely around the needs of their skin determined by the exclusive Dermagenetics® skin testing.

Q: How long before I begin to see results?

A: Most people begin to see visible results within 2-3 weeks of regular use of the product.

Q: At what age can you start using DNA UltraCustom?

A: Dermagenetics® DNA UltraCustom is designed to protect, maintain and repair skin, so in most cases it would be particularly beneficial to begin using it at an earlier rather than later age but is not recommended for children under the age of 13. It's also important to note the product is effective for both men and women.

Q: Will this product work on all skin types: Normal/Dry, Sensitive, Oily?

A: All types of skin were represented in both our informal tests as well as the clinical trial. Our tests have not shown where one type of skin receives more or less benefits than another types but we continue to examine this kind of data for future products

Q: What skin conditions will **DNA UltraCustom** address: Sensitive, Rosecea, wrinkled Photo aging, hyper pigmentation, slackening of the skin, acne, dehydration?

A: **DNA UltraCustom** was not designed to specifically address Rosecea for example but rather wrinkling, skin-aging, minor skin irritation and photo-aging. It has also been shown to be an excellent skin-firming product.

Q: What are the chances of having an adverse reaction to this product?

A: There's always chance with any product, however the active ingredients in DNA UltraCustom have been tested on literally thousands of people. The clinical trial reported two individuals with minor transient (temporary) skin irritation. We recommend that you discontinue use if sustained irritation develops.

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