

Clinically validated skincare

NeoStrata Company, Inc. is renowned in the world of skincare for having created the original Glycolic Acid peel and alpha hydroxy acid (AHA) products, which are mostly used to exfoliate and rejuvenate the skin. Barbara Green, VP of Clinical Affairs and Technology at NeoStrata, talks about current research at the company, and highlights a new addition to their peel treatment collection: Exuviance Plump Perfect Firming Treatment, which offers all the benefits of a peel without irritation with a non-acid, leave-on formulation that also helps plump the skin's matrix to firm and tighten skin.

Ms. Green is a pharmacist by background, and formed NeoStrata's clinical study group, working on anti-ageing technologies with the founder doctors, who were the original discoverers and pioneers of alpha hydroxy acid (AHA). She has played a key role in developing numerous NeoStrata products for commercialisation, overseeing all clinical studies surrounding any new product innovations. This role feeds into the expertise that NeoStrata has in identifying the best topical treatments for the marketplace.

NeoStrata is best known for its expertise in AHAs: the creators of NeoStrata, Drs. Eugene Van Scott, Dermatologist, and Ruey Yu, Dermatopharmacologist discovered that AHAs have profound beneficial effect on human skin. Their vision led to their subsequent research which established that AHAs are not only beneficial in the treatment of dermatological conditions, but that they are also effective in stimulating prematurely aged or damaged skin to actually rejuvenate itself, thereby revolutionising the treatment of ageing skin.

Continuing the legacy of its founders, NeoStrata now introduces the Exuviance Plump Perfect Firming Treatment, promising 'a whole new way to peel'. The new product delivers all the benefits of a peel without irritation with a non-acid, leave-on formulation that also helps

plump the skin's matrix to firm and tighten skin, as Ms. Green explains. The innovative one-step formula employs a powerful six percent concentration of patented NeoGlucosamine® to accelerate cell renewal and skin exfoliation, for a silky smooth finish without irritation. Skin achieves better clarity and more even tone with the look of dark spots diminished. No rinsing or recovery time is required. "Many people are intimidated by peels because of their acid content," says Ms. Green. "Exuviance Plump Perfect Firming Treatment alleviates this worry with a safe, acid-free formula that is

gentle enough for all skin types. It's a safe and effective way to reduce the noticeable signs of aging via salon procedures."

She adds that NeoStrata is currently working on a single amino-acid type of compound which should deliver new benefits, such as skin lightening, and a new bipeptide for sensitive and eczema-prone skin. "New and future products underscore that we're gradually moving away from single ingredient formulations to combination and synergy products."

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