



What is Human Fibroblast Conditioned Media™?

Human Fibroblast Conditioned Media sets new standards of excellence and credibility in the cosmeceutical market. The nutrient rich solution is the byproduct of a complex tissue engineering process, resulting in a multi-factor additive containing a variety of factors known to be important in the growth of healthy skin. Nature has designed skin cells to grow, heal, and flourish by their ability to secrete an array of growth factors and matrix proteins. As we age, our skin cells are damaged by chemicals and sunlight resulting in lower amounts of these important natural chemicals being produced, causing the visible effects of aging—wrinkles, sagging, and pigmentation.

The Human Fibroblast Conditioned Media (HFCM) solution has been shown to contain the major essential ingredients for the rejuvenation of healthy skin—natural growth factors, soluble collagen, matrix proteins and antioxidants.

What is RevitaCel DERM 123 Replenishing Complex?

RevitaCel DERM 123 Replenishing Complex is an exclusive formulation designed to replenish topically the essential nutrients our skin produced when we were babies. As we age, we produce less and less of these critical nutrients, and the signs of aging appear. But RevitaCel contains an amazing breakthrough ingredient, Human Fibroblast Conditioned Media™ (HFCM), a patented bioengineered nutrient solution developed by a leading biotech company located in La Jolla, California, that is clinically proven to...

- Reduce the appearance of wrinkles by up to 80%
- Reduce the appearance of fine lines by up to 66%
- Increase skin elasticity by up to 57%
- Improve skin texture by up to 51%
- Increase moisturization by up to 95%

By incorporating Human Fibroblast Conditioned Media into a high-performance product, RevitaCel has created a total breakthrough in the world of skin care. The ability to offer visible results on a greater scale than ever before places this product line in the forefront of skin care technology.

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Clinical Studies

Biozhem (the company that developed RevitaCel) engaged the services of two respected independent testing facilities, DermTech International, a San Diego-based contract testing laboratory with expertise in dermatology and skin care, and Hill Top Research, Milltown, New Jersey, to conduct safety and efficacy studies on RevitaCel Replenishing Complex.

DermTech International began the first 90-day market claims study in late February 2001 on 50 subjects. Readings were taken at 45 and 90 days to determine a number of results, such as improvement in texture, moisturization, elasticity and depth of wrinkles and fine lines. An additional group of 36 subjects were involved in a second 90-day study completed in August 2001 that further supports and enhances market claims. Safety studies on 100 subjects conducted by Hill Top Research were completed in January 2002 with no evidence of irritation or sensitization concerns. Biozhem invested significant monies in clinical research to support the highest level of performance claims possible for consumer cosmeceuticals. Key claims include...

- Up to 95% increase in skin hydration
- Up to 80% decrease in the appearance of wrinkles
- Up to 66% decrease in the appearance of fine lines
- Up to 57% increase in elasticity
- Up to 51% improvement in skin texture

Note: These claims are supported by the highest level of improvement. Due to regulations, claims are limited to "surface appearance" changes. Any claims regarding cellular proliferation, changes in cell performance, etc., are considered "structure/function" claims and are regulated by the FDA.