

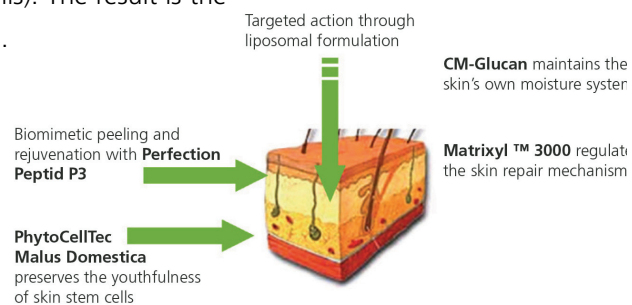


Factsheet Cell Premium, September 2009
Med Beauty Swiss

Cell Premium – The luxury skin care line at a glance

What is Cell Premium?

Cell Premium is an exclusive anti-aging skin care line from Switzerland that is based on the „Advanced Anti-Aging Complex by Dr. Gerny“, which contains active plant stem cells. Cell Premium is a groundbreaking innovation that protects and regenerates epidermal stem cells (parent cells). The result is the tangible and visible rejuvenation of the skin.

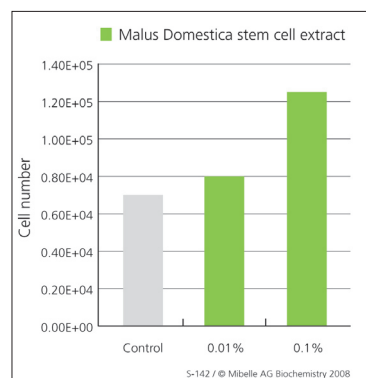


How does Cell Premium work?

With the aid of a liposomal lamellar carrier, the scientifically developed active-substance complex selectively penetrates deep skin layers down to the basal layer. Here, at the source of skin aging, Cell Premium's repair mechanisms take effect, stimulating the regeneration of skin stem cells and ensuring their lasting protection.

The main active substances contained in Cell Premium

„PhytoCell Tec™ Malus Domestica“ stem cell extract was awarded the European Cosmetics 2008 Innovation Prize in the category of „Best Active Ingredient“. The active plant stem cell extract “Malus Domestica” promotes the growth and regeneration of skin stem cells and protects them against UV damage.



Increase in skin cells over four weeks



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Perfection Peptide P3

This naturally occurring skin protein loosens the connections between skin cells in a controlled manner and thus works as very gentle skin peeling. The cell renewal process is stimulated and leads to a youthful and clear complexion.

CM Glucan

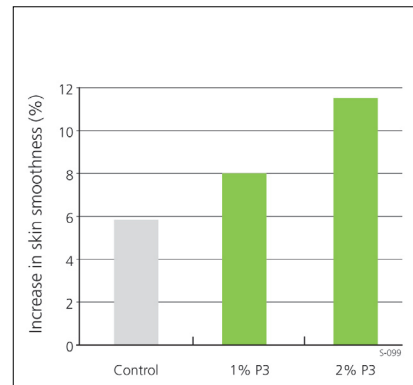
CM Glucan works as an immune stimulator and shields the skin from free radicals. CM Glucan boosts skin defence mechanisms and promotes the storage of moisture in the skin through the formation of a protective hydrolipid film.

Matrixyl™ 3000

Matrixyl™ 3000 comprises cellular messengers that regulate skin repair mechanisms. Peptides that also naturally occur in the skin activate the formation of new cells in the epidermis. Increased protection against harmful UV effects has also been demonstrated.

Development

Cell Premium was developed by the Zurich dermatologist, Dr. Harald Gerny, together with leading Swiss chemistry laboratories. Cell Premium is marketed exclusively by Med Beauty Swiss AG. The pioneering Swiss cosmeceutical company „Med Beauty Swiss“ was founded by Dr. Gerny in 1991.



Increase in skin smoothness over four weeks



Dr. med. Harald Gerny



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Products in the cell premium luxury care range

Anti-Aging Cream (light/rich)

Cell Premium light and rich creams with highly concentrated "Advanced Anti-Aging Complex by Dr. Gerny" protect skin stem cells and activate their repair mechanisms. The multi-level skin care regulates the uptake of active substances down to the deep layers of the epidermis and guarantees optimal moisture storage. It is suitable for all sensitive skin areas such as the face, neck, décolleté or the back of the hands.

Directions

Apply morning and evening to previously cleansed areas and gently massage in. Both Cell Premium light and rich creams are immediately absorbed by the skin. The cream is also ideal in combination with Cell Premium serum concentrate. We recommend using the enclosed cosmetic applicator for applying the cream.



Ultra-Concentrated Anti-Aging Care Serum

The anti-aging serum supplies the skin with the active plant stem cells contained in Cell Premium at an ultra-concentrated dose. This 28-day treatment intensively promotes energy metabolism, strengthens cell protection and improves the firmness and density of the skin. It is one of the most effective strategies for preserving youthful skin.

Directions

Evenly apply the serum concentrate twice daily to the cleansed skin of the face, neck and décolleté and gently massage in. We recommend repeating the treatment with Cell Premium serum concentrate about every three months. The serum concentrate can be combined with Cell Premium cream to achieve the best results.

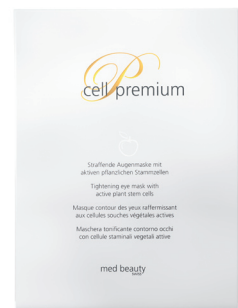




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Eye Mask with Immediate Firming Effect

Especially developed for the fine and sensitive areas around the eyes, Cell Premium eye mask is effectively a special treat for the eyes. In just a few minutes, the appearance of the skin is significantly improved and lines and wrinkles are reduced. The highly concentrated active substances contained in the eye pads are activated through the warmth of the skin and are continuously supplied to the skin. The contours of the eyes appear rested and refreshed and the eyes gleam with renewed brightness. At the same time, chronological skin aging is prevented over the long term.



Directions

Lay eye pads saturated with Cell Premium eye mask on the cleansed area just below the eyes. Wait a few minutes, remove the eye pads and gently massage any remaining product into the skin. Cell Premium eye mask can be used daily; it is also ideal in combination with Cell Premium anti-aging cream or Cell Premium anti-aging serum.

Cleansing Foam

The exclusive formula of Cell Premium cleansing foam cleanses the skin very gently and yet deep into the pores. A wonderfully refreshing foam that is also perfect for removing the last traces of make-up from the skin. The nurturing active substances contained in the cleanser protect the skin from loss of moisture and stabilize the protective acid mantle of the skin. It is ideal for preparing the skin for the application of cell premium anti-aging skin care products.



Directions

Cell Premium cleansing foam should be applied morning and evening to moistened face, neck and décolleté, gently massaged in and thoroughly rinsed off with water.



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Scent

Neutral, subtle, refreshing

Distribution/POS

Specialist retailers in Switzerland and in selected five star spa hotels as well as under www.cellpremium.com



POS-Display designed by Sonja Knapp (founder of the fashion house «Emanuel Ungaro Paris»)

Recommended retail prices

Cell Premium Cream rich	50 ml. / 1.7 fl.oz.	EUR	270,00
Cell Premium Cream light	50 ml. / 1.7 fl.oz.	EUR	260,00
Cell Premium Serum	4x5 ml. / 4x0.169 fl.oz.	EUR	380,00
Cell Premium Eye Mask	8x2 Pads (8x3 ml. / 8x0.1 fl.oz.)	EUR	110,00
Cell Premium Cleansing Foam	150ml. / 5.07. fl.oz.	EUR	60,00

Weblinks

www.cellpremium.com
www.medbeauty.com

For more information, please contact:

Righetti & Partner GmbH
Public Relations Med Beauty Swiss
Thunstrasse 77
CH-3074 Chalet Muri-Bern
Switzerland
T +41 31 951 60 10
F +41 31 951 54 12
E media@righetti-partner.com