

# PRIORI®

THE ANTI-AGING AUTHORITY



## FAQs

### What is Idebenone?

Idebenone is the new Superceutical antioxidant; a bio-engineered analog of the natural and vital mitochondrial antioxidant - Co-Enzyme Q10. Idebenone is the new SUPER CoQ10, 60% smaller, it readily penetrates skin to provide up to 1000X the protection of natural CoQ10

### How does Idebenone work?

It targets aging at the cellular source - the mitochondria where it helps to revitalize the skin's cells by eliminating excess free radical formation that results from the way cells make energy - in effect it corrects the essence of cellular aging!

### How is Idebenone unique?

Unlike vitamin and botanical antioxidants, Idebenone is a respiratory chain antioxidant, a totally new kind of antioxidant, which can correct the signs of aging and also offers the highest protection against harmful environmental free radical stress with an Environmental Protection Factor of EPF 95, the highest rating of all antioxidants tested.

### Why should you use Idebenone?

Idebenone delivers a whole new level of skin rejuvenation that you cannot get from AHA, Vit A, Vit C, or other cosmeceuticals because of its absolutely unique mode of action. If you have reached a plateau with your current skincare regimen and want the highest level of skin rejuvenation you can only get this with PRIORI® Idebenone Complex Superceuticals.

### What is oxidative Stress?

Scientists now know that all forms of environmental stress have one common denominator - oxidative stress! Oxidation is the same natural process that causes metal to rust and apples

slices to turn brown. Its both external from exposure to the toxic environment we live in and internal as a result of the natural process by which our cells make energy. Oxidative stress is a fundamental cause of aging. Oxidation is free radical mediated and continuous. You're not aging- You're Oxidizing! Your skin is your natural defense, your suit of armor. In a full scale environmental attack, your skin needs back up; PRIORi® with Idebenone comes to the Rescue.

### Why is Idebenone considered a Superceutical?

Cosmetics are products that cover up, fill in and hide - i.e. Makeup. Cosmeceuticals are products that impart a visible lasting difference in the skin via ingredients that act to block or correct only some of the age related damaging pathways. Superceuticals® are then defined as multifunctional cosmeceuticals. Idebenone is such a compound. It has been shown to correct oxidative stress on a cellular level, helping to block multiple pathways of cellular free radical mediated damage, thereby allowing the cell the time for cell repair and rejuvenation.

### Why are antioxidants so important in anti-aging skincare therapy?

Antioxidants are the wave of the future in skincare anti-aging therapy! Damage accumulation from oxidative stress is THE FUNDAMENTAL CAUSE OF AGING (together with genetics) and antioxidants are our defense against oxidative stress. A wrinkle is born as a result of oxidative stress! Like it or not, we are slowly oxidizing, in fact, you're not aging, you're just oxidizing!

### What is EPF and why is it important to anti-aging skincare?

SPF is a measurement of how efficient a sunscreen is in protecting our skin from UV rays. But using sunscreen only to protect your skin is like using "Swiss cheese", it has holes on it: SPF sunscreens do not totally block all UV light radiation, so some damaging rays get through, which results in the formation of free radicals. Also SPF does not protect your skin from other sources of free radicals that attack your skin 24/7- even in the dark! - as a result of environmental stress such as:

- Ozone
- Air pollution
- Cigarette smoke
- Heat
- Alcohol
- Even Oxygen itself!
- And our own energy production metabolism!

Only antioxidants can scavenge free radicals to help prevent damage and premature aging of your skin. Most consumers know that antioxidants are good and free radicals are bad. They are bombarded by skincare manufacturers that claim to have discovered the fountain of youth: the ultimate antioxidant. But which one is really the best? Which one provides the best protection? Pharma Cosmetix Research LLC realized that consumers needed a quantitative rating system similar to SPF that could quantify the level of topical protection provided by antioxidants - and created EPF (Environmental Protection Factor) - a new certification standard to assess the topical protection capacity of antioxidants to protect the skin from free radical mediated environmental oxidative stress.

For the first time, comparative data on the efficacy of most common topical antioxidants found in the skin industry is available- and guess what- with an EPF of 95 out of 100, Idebenone outperformed them all - that's right-it is better than Vitamin C, Vitamin E, Co Q10, Alpha Lipoic Acid and Kinetin at protecting against premature aging caused by environmental oxidative stress. EPF is not SPF, EPF is not the "Swiss Cheese", EPF is what is necessary to fill in the "holes" that SPF sunscreens leave open to free radicals.

EPF + SPF = Total Topical Anti-aging Protection.

### How long will it take to see visible benefits from PRIORI® Idebenone Skincare?

Results vary from person to person. Please refer to the pharmaceutical grade clinical studies on the website for each of the products that include "undoctored", no Photoshop enhancements, real results from subjects that used the products over the period of time indicated: 3, 6 or 8 weeks. There is no such thing as a "facelift in a bottle" but the results we show are realistic expectations you can expect to achieve using the Idebenone PRIORI® brand skincare products.

### Are there any side effects to Idebenone and what is the best procedure for beginning usage of the product?

Idebenone is a brand new highly bio-active molecule ingredient for dermatology. Consistent with other highly effective skincare ingredient introductions in the past such as Benzoyl Peroxide, Retin-A, Hydroquinone, etc and unavoidably, there always be someone somewhere that will have a reaction to any skincare ingredient. Although Idebenone has been rigorously safety tested it is recommended that before using PRIORI® skincare products on a regular basis that you test the product on the inside of your forearm and wait 24 hours to ascertain that your skin is tolerant to the highly bioactive molecule before commencing regular daily use of the products. In most cases, minor skin irritation can be managed by amount of product applied and frequency of use until skin is acclimated.

### What is the A2 Complex and why do we use it in PRIORI® Idebenone Skincare?

A2 Complex is a Lactic Acid compound (lactic acid and sodium lactate) and Retinol Complex used for exfoliation and moisturization to enhance skin normalization. It is incorporated into the Idebenone range of products to eliminate the need for the Advanced AHA range of products, after the client has graduated from Cosmeceuticals to Superceuticals. Four of the PRIORI® Idebenone Superceutical products contain both Idebenone and Lactic Acid: Even Tones, Eye Serum, Moisturizing Facial Cream and Facial Cleanser.

### What is the concentration of Idebenone in the products?

The concentration of Idebenone in the PRIORI® brand products varies depending on the product. The highest concentration products contain Idebenone at 0.5% and include Smooth Lines, Even Tones, Eye Serum and the Superceutical Peel. NOTE: 1% Idebenone skincare products are only available the physician dispensing market channel in PreVage MD by ALLERGAN.

## How can an Antioxidant CORRECT the sign of Aging?

Respiratory chain, mitochondria targeted antioxidants, like Idebenone, are far more effective at alleviating internal cellular oxidative stress than vitamin or botanical antioxidants because they target the internal source of oxidative stress - the mitochondria. Idebenone targets cellular membranes, most importantly the mitochondrial membrane, to protect the cell from the oxidative stress that causes damage and aging. By effectively neutralizing toxic free radicals, Idebenone reduces cellular oxidative stress to revitalize cells.

A good analogy is a factory; if the workers are all tired and stressed and the equipment is in a constant state of disrepair, factory productivity goes down. It's no different for a cell - if the cell is under a constant state of inflammatory oxidative stress, and the cell structures and vital molecules are in a state of disrepair, cell productivity goes down. Cells have the ability to repair themselves but they are always playing "catch up" because of the constant state of oxidative stress. Idebenone doesn't CORRECT cells, it provides the environment for cells to repair themselves; healthy cells look better and therefore, you look better.

## How does Idebenone PROTECT the skin from Premature aging?

It PROTECTS by scavenging dangerous free radicals produced by exposure to our environment such as UV light, cigarette smoke, heat, alcohol, air pollution, ozone, etc. In effect, it provides EPF which sunscreens (SPF) do not provide. See explanation of EPF.

## Can I find Idebenone in other skincare lines?

Use of Idebenone in topical skincare formulations to treat a skin change and protect the skin is protected by US and International patents exclusively licensed worldwide by our affiliate company, PCR Technology Holdings, LC (PCR Tech). PRIORI® is the exclusive licensee of these patents worldwide for the Professional Skincare Market Channel for therapeutic skincare products. Other Licensed companies in other skincare markets include Allergan, Elizabeth Arden and TRUE Cosmetics.

## What about other products appearing in the skincare market that contain Idebenone that are not licensed or referenced above?

If these products actually contain Idebenone then they are most likely infringing existing patents rights and should be reported us immediately. However, many of the Idebenone "look alikes" do not contain Idebenone at all! For example, the product Savage with Idebenol does not contain Idebenone! It's purely a marketing gimmick to confuse consumers at retail into thinking they are getting Idebenone. Be careful, with all of the copycats - make sure you are getting the real thing - PRIORI® Bioengineered Skincare with IDEBENONE!

## Where can I read more about EPF and the clinical research on Idebenone?

The anti-aging effects of Idebenone in skin have been published in the following scientific publications:

1. Antioxidants Compared in a New Protocol to Measure Protective Capacity Against Oxidative Stress:

- Poster Exhibit, PART I, 61st Academy of Dermatology Annual Meeting, March 2003. McDaniel DH, Neudecker BA, DiNardo JC, Lewis JA II, Maibach HI
- Poster Exhibit, PART II, 62nd Academy of Dermatology Annual Meeting, March 2004. McDaniel DH, Neudecker BA, DiNardo JC, Lewis JA II, Maibach HI

2. Idebenone: a new antioxidant-part I. A relative assessment of oxidative stress protection capacity compared to commonly known antioxidants. Journal of Cosmetic Dermatology. 2005;4(1):10-17 McDaniel DH, Neudecker BA, DiNardo JC, Lewis JA II, Maibach HI.

3. Clinical efficacy assessment in photo damaged skin of 0.5% and 1.0% Idebenone. Journal of Cosmetic Dermatology. 2005;4:167-173. McDaniel DH, Neudecker BA, DiNardo JC, Lewis JA II, Maibach HI.

### Why were Vitamin E, Kinetin, Co enzyme Q10, Vitamin C and Alpha Lipoic Acid specifically chosen for the EPF study?

At the time the study was conducted, these antioxidants were believed to be the most common in the marketplace and were the basis for entire brands that promoted them.

### Is Idebenone safe?

Yes. It has been safety tested to cosmetic standards required by some of the world's largest cosmetic and pharmaceutical companies.

### Can I use PRIORI® Idebenone Skincare products if I am pregnant or lactating?

Cosmetics, Cosmeceuticals and most Prescription Drugs are not tested for reproductive toxicology. Idebenone has been tested and did not produce any adverse effects. However, PRIORI® Idebenone skincare products have not been tested and it is a personal choice between the client and his/her physician if any products should be used during pregnancy. Client's should always refer to their doctor for this answer.

### Is Idebenone appropriate for sensitive skin?

Yes. There are no special precautions for sensitive skin other than performing the patch test described prior to use. If you have known sensitivity to hydroquinone, primrose, Co-Enzyme Q10 or hair dyes you should not use Idebenone products.

### Have the products ever been tested on Animals?

No, the products are not tested on Animals. All clinical testing is performed on human subject volunteers.

### How do I incorporate PRIORI® Idebenone products with my existing Skincare line?

Start Low (application) and go Slow (frequency of use) until the skin is fully acclimated.

### What are the other health benefits of Idebenone when taken as an oral supplement?

Idebenone has been successfully used to treat a variety of age mitigated disorders including Alzheimer's, heart disease, and cerebrovascular dementia. It enhances cellular energy, protects organs and is a potent scavenger of free radicals protecting the cell's energy producing mitochondria from oxidant decay. Its recent discovery by German scientists to significantly alter skin aging has created worldwide press and enthusiasm and new boundaries for consumers in their quest for eternal youth.

There are over 250 published clinical research articles on the health benefits of idebenone at [www.pubmed.gov](http://www.pubmed.gov).

For additional reading we suggest: Idebenone: The Ultimate Anti-Aging Drug? James South.