

# Firewall®

Broad Spectrum Super Antioxidant™

## Just the start of Firewall's protection

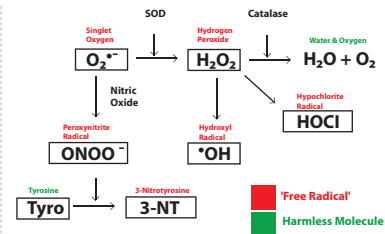
There are numerous free radicals but those most damaging to the skin are listed above. They are categorised into groups called Reactive Carbonyl Species, Reactive Oxygen Species and Reactive Nitrogen Species. Firewall attacks and neutralises them all and has been tested for potency with each individual free-radical.

Firewall acts both as an enzyme and a quencher, maximising the conversion of free radicals to harmless substances such as water and molecular oxygen.

To the right is a free-radical pathway map. Firewall neutralises everything in red.

For more information visit [www.medik8.com](http://www.medik8.com)

- $O_2^{\bullet-}$  Singlet Oxygen Radical
- $H_2O_2$  Hydrogen Peroxide
- $ONOO^-$  Peroxynitrite Radical
- $\bullet OH$  Hydroxyl Radical
- $HOCl$  Hypochlorite Radical
- 3-NT** 3-Nitrotyrosine



## Medik8® Application Protocol

Incorporating an antioxidant into your daily routine is essential for maintaining youthful and glowing skin.



### Cleanse

Medik8 cleansers remove excess oils, and clear surface impurities leaving the skin feeling completely refreshed. Mild and non-drying, for each skin type. Perfect for removing makeup and preparing the skin for advanced antioxidant treatments.



### Correct

Medik8 Correct products include peptides, retinol boosters and melanin inhibitors. These formulae are for use on the face, eyes and lips. All help to boost collagen production and reduce hyperpigmentation for a smooth, youthful and even tone.



### Prevent

Medik8 antioxidants target the causes of skin ageing. By neutralising a broad spectrum of free-radicals, Firewall and C-Tetra act in unison with sunscreens to protect collagen and elastin while stimulating collagen production. Helps to prevent future sun damage. The first step to maintaining younger looking skin.



### Hydrate

Hydr8 moisturisers give excellent hydration and include sun protection together with anti-ageing ingredients such as Retinyl Palmitate, Superoxide Dismutase and Ectoin in a fresh lightly textured cream designed for daily use. Collagen is boosted and skin cell DNA is protected from UV-induced damage. Ectoin helps prevent formation of sunburn cells. For normal, oily, problem and dry skin.

# PROFESSIONAL STRENGTH Firewall®

Broad Spectrum Super Antioxidant™



**Tested Throughout Product Development**

**Medik8®**  
SKINCARE BIOTECHNOLOGY™

**Introduction to Firewall**

# Firewall®

Broad Spectrum Super Antioxidant™

Looking younger starts here  
Are you looking to:

- Add a youthful glow to your skin?
- Increase hydration and tone?
- Maintain collagen levels?
- Improve the appearance of sun-damaged skin?
- Protect from future signs of ageing?
- Reduce the appearance of age spots & discolouration?

Strong antioxidants have been shown to provide these benefits. In tests Firewall was shown to be an extremely powerful antioxidant beating 9 other premium brands in both strength of action and broad-spectrum coverage.

## Environmental Ageing?

Exposure to sunlight, smoke, exhaust fumes, mobile phone signals and air pollutants in the environment are the leading causes of skin photaging - resulting in the formation of wrinkles, fine lines and dark spots, known as hyperpigmentation. There is some evidence suggesting computer screen emissions are an additional source of environmental pollution.

The excesses of 'the night before' such as alcohol consumption or smoking can lead to dehydration and the build-up of cellular toxins adding to the degeneration of a healthy and youthful complexion. All these environmental and metabolic pollutants result in the production of free-radicals. There are many types of free-radicals (see overleaf) and Firewall attacks them all creating a new class of protection - the potent broad-spectrum antioxidant.

## What are Antioxidants?

Antioxidants are the arch enemy of free-radicals. They soak up and neutralise free-radicals and render them harmless. Reducing the number of free-radicals protects the skin's collagen fibres from damage and protects them from the future signs of ageing. Antioxidants lighten and brighten and dramatically improve the appearance of sun-damaged skin including a reduction in the appearance of age spots and hyperpigmentation. Antioxidants are most effective when used in conjunction with sunscreens to protect the skin from damage and the causes of skin ageing.

## The Science behind Firewall

There are a bewildering number of antioxidant ingredients used by formulators but selecting the right combination and concentration of each one is the crucial step. As the scientific and popular media have recently reported, topical antioxidants can be a valuable weapon in the fight against premature skin ageing, but it is imperative that the product has been tested during development to ensure potent activity. Our extensive research has shown that

when combining certain antioxidant ingredients, their activity can be cancelled out, actually reducing performance. The same can be true of adding too much of an active. There simply is no substitute for rigorous in-vitro testing for antioxidant power, allowing the optimisation of each active and combinations thereof throughout development. After three years of exhaustive research & development, with two patents pending for antioxidant inventions, Firewall is at the pinnacle of Medik8 technology giving you the benefits of a new class of topical antioxidant product

Figure 1 - Schematic diagram of how free-radicals damage collagen in the skin

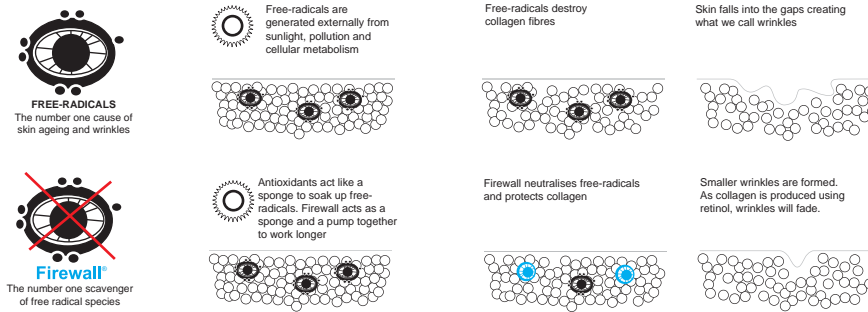
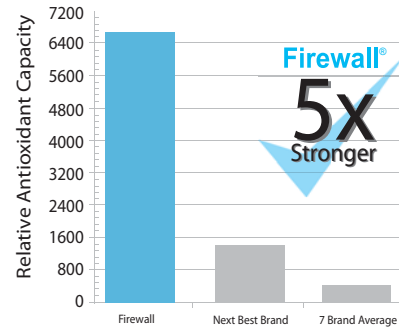


Figure 2 - Graph showing Firewall potency

## Firewall against 9 Competing Brands in Total Antioxidant Assay Trial (PeroxyNitrite Radical)



## What is in Firewall?

Firewall comprises a new unique patent-pending anti-ageing complex called Cusodase-P™ [pronounced Q-Soe-Daze-Pee], a blend of actives including the Firewall breakthrough antioxidant molecule that is 40 times stronger than vitamin C (l-ascorbic acid) in the Total Antioxidant assay test, yet remains remarkably stable.

### Key ingredients:

- Anti-ageing Copper Chelates
- Superoxide Dismutase and Catalase mimetic antioxidants
- New high-penetration vitamin C lipid-derivative antioxidant
- New vitamin E-style antioxidant recycler
- Two anti-ageing peptides including Pentapeptides

### Featuring:

- Firewall 'Inert-Base' with dual-chamber separation
- Nanosonic® penetration technology

This combination of ingredients at optimised concentrations, produces a very powerful and stable antioxidant serum offering next-generation anti-ageing benefits.

Firewall is manufactured using the Medik8 trademark Nanosonic® emulsion technology producing nano-sized emulsion particles to maximise skin penetration.

## At least 5 times stronger

Firewall has been tested during development of the final product in vitro using the Total Antioxidant Test and it performed extraordinarily well. Firewall achieved a score 5 times higher than the next best alternative. This guarantees Firewall to be a superb antioxidant formulation.

## Broad Spectrum: neutralises a wide range of free radicals

Unlike other well known and popular antioxidants which target only one or two specific types of free radicals, Firewall is a Broad Spectrum antioxidant, as it is highly effective at scavenging a wide variety of free-radical species. In this way, the protective benefit of an antioxidant system is optimized.

## Redundancy: even tackles harmful by-products

Firewall not only attacks and neutralizes a wide variety of free-radical species, but also effectively fights the by-products of such processes, which are as damaging as the free-radicals themselves. All this thanks to Cusodase-P, an exclusive to Medik8 antioxidant complex protected by two pending patents.

## Lasts longer: mimics the body's natural antioxidants

Most antioxidant products work like sponges that soak up or quench free-radicals. Their absorption, though, is limited. Firewall works not only like a sponge but also like an enzyme pump, neutralising free-radicals on a continuous cycle for much longer.



For further proof visit [www.medik8.com](http://www.medik8.com)

Medik8®  
SKINCARE BIOTECHNOLOGY™

Professional Strength

DELIVERY SYSTEM  
NANOSONIC®