

NeoStrata®



Article: NeoStrata - Pioneering Hydroxy Acids

NeoStrata and its sister product line Exuviance are considered the originator and pioneer in alpha hydroxy acid and polyhydroxy acid technology. NeoStrata is considered to be the number one recommended professional alpha hydroxy acid skin care brand by physicians worldwide. NeoStrata is recommended and used by physicians, dermatologists and plastic surgeons in over 60 countries. And NeoStrata is the exclusive source of professional skin care with polyhydroxy acid and bionic ingredients.

How do NeoStrata's active ingredients benefit the skin? Alpha hydroxy acids are a group of naturally occurring acids, derived from fruits. These compounds were first introduced by dermatologists in 1974; these dermatologists demonstrated the effects of alpha hydroxy acids by showing how they normalize the skin. NeoStrata's alpha hydroxy acids and unique polyhydroxy acids treat and improve skin conditions such as:

- Dry skin
- Acne
- Psoriasis
- Pigmentation issues
- Photoaging
- Fine lines
- Wrinkles
- Dullness

NeoStrata uses key ingredients in their formulations such as gluconolactone. Gluconolactone is an antioxidant polyhydroxy acid that works well with even the most sensitive skins. The composition of this polyhydroxy acid conditions and hydrates the skin as it has multiple water-attracting hydroxyl groups. Fine lines and wrinkles are reduced without sensitivity or irritation occurring.

Lactobionic, also one of NeoStrata's key ingredients, is a polyhydroxy acid bionic acid derived from naturally occurring lactose. Antioxidant benefits of this ingredient fight free radical damage while humectant properties attract and bind water to the skin. Lactobionic also fights fine lines and wrinkles while smoothing the skin.

The main ingredient used in NeoStrata and Exuviance products is glycolic acid which is a natural component of sugar cane. Glycolic acid has the smallest molecule in the AHA family, therefore can easily be absorbed into the skin and provide benefits. Studies show that NeoStrata's glycolic acid actually makes the skin look younger.

Exuviance by NeoStrata offers the first polyhydroxy acid formulations for both normal and sensitive skins. Exuviance products combine effective alpha hydroxy acids with moisturizing and defensive ingredients like essential lipids, antioxidants, vitamins, hyaluronic acid and natural plant and marine elements to stimulate and promote a more healthy and vibrant skin.

Case studies performed with the NeoStrata and Exuviance products concluded that skin care regimens containing gluconolactone improve concerns such as:

- Photoaging in 6-12 weeks
- Significant decrease in erythema and dryness in 6-12 weeks
- Increased firmness, moisturization and overall appearance of skin

Further case studies proved that Lactobionic acid benefits the skin by

- being a more effective antioxidant than other common antioxidants used in skincare regimens
- Topical Lactobionic acid is useful in wound healing
- Clear and improve excessively dry skin
- Enhancement of cell turnover

NeoStrata strives to perfect and improve their products as technology changes and evolves, providing you with a more radiant and healthy skin.