

NEOVA®

Copper has long played an essential role in the body's healing processes, but only recently has it been recognized in the cosmetic world as playing a part as beneficial as zinc or iron. Neova is a cosmetic line founded by the ProCyte Corporation, which specializes in the development of products formulated with a special copper peptide formula, bringing the constructive, rejuvenating properties of copper to the attention of consumers.

As skin matures, surface layers tend to sag and suffer from moisture loss, leading to the formation of lines and wrinkles. The power of copper's antioxidative features stimulates the occurrence of cellular turnover, encourages tissue reformation and supports the production of collagen and elastin in the skin. Gradually, with use of this clinically researched, anti-aging formula, skin is proven to become visibly younger-looking and radiant more expediently than with the use of other skin care products.

Over the course of 15 years, through advanced scientific and pharmaceutical modes of development, ProCyte has patented two marvelously effective forms of copper peptides; GHK copper and AHK copper are the only two authentic forms of copper peptides available on the market. Advanced amino acid technology encapsulates the copper, binding it together until it reaches its proper dispersal area within the body. This transfer method is modeled after the body's natural forms of copper delivery. The remarkable healing and beautifying effects of the copper are most significantly evident in the GHK copper formula.

Through Neova, ProCyte is continuing to experiment with new approaches to copper peptide formulations to better suit human skin and all around well-being. With the use of impressively effective, innovative ingredients and a dedication to forming more concentrated useful compositions, ProCyte focuses their efforts on expanding their already comprehensive line of products. Neova's wide range of products suit basic, everyday skin issues like troubling complexions and more complicated issues like visible aging in skin. Whether it's cleansers, sun protection, exfoliants, eye care, toners, moisturizers or general body care, the team behind Neova aspires to enhance their products for extreme effectiveness and immediately noticeable results

Features and benefits of copper:

- Promotes collagen and elastin.
- Promotes superoxide dismutase activity, a powerful antioxidant against free radicals.
- Necessary for the production of glycosaminoglycans, the cement that binds tissue components together.
- Essential in lysyl oxidase activity that cross links collagen and elastin.