

# HydroPeptide

Scientific Beauty Made Simple

## Peptide anti-age philosophy

A high percentage of peptides means an amplified signal. Applying peptides more frequently produces beneficial signals more often. To see a major impact in your anti-ageing skincare regimen, 3 things are crucial:

1  
a variety  
of peptides  
must be  
present

2  
peptides  
must be  
present at  
clinical  
levels

3  
peptides  
must be  
repetitively  
applied

Peptides are cell messengers sending specific signals for a specific function, but one peptide cant do it all - a variety is needed...



**Peptides** - Hydropeptide contains 21 Peptides at clinical levels comprising of **Neuro Inhibitor Transmitting, Enzyme Inhibitor, Signal and Carrier Peptides** which repairs and prevents ageing, lift and plumps out wrinkles, diminishes dark circles and clears uneven and break out skin.

**Antioxidants** - HydroPeptide® relies on the multifunctional ability of antioxidants. They not only protect against free radical damage and protect the DNA and collagen, but also possess the ability to reduce inflammation, brighten the skin, hydrate, increase collagen and firm. HydroPeptide® incorporates a vast array of antioxidants within each and every one of our products.

**Plant Stem Cells**- **What are plant stem cells?** Their botanical name is **meristematic cells**. They are totipotent, meaning they have the total potential to divide into epidermal or hair cells. Since they are un programmed cells, they depend upon signals from neighbouring cells. Once introduced to a specified cell type, they can differentiate and take on a targeted function that's typical of its host tissue. PSC's are 1,000 times more concentrated with phenyls, lipids and proteins than plant extracts. HydroPeptide® believes strongly in the efficacy and sustainability of plant stems cell and currently incorporates 6 innovative plant stem cells in the HydroPeptide® collection.

# Peptide Therapy

**Peptides** are the latest dynamic entry into the anti-ageing skincare sector. A new option doesn't happen very often, which makes this exciting news. Peptides in skincare are a realistic alternative to Retinol, without the down side of irritating sensitive skins, and restricted use on women of child bearing years.

**Between the ages of 25 and 45** - Collagen and Elastin producing cells known as 'fibroblasts' become less active, due to internal - hormonal and external environmental factors. This leads to fewer collagen fibres and an increase in fine wrinkle lines. Peptides can jump-start existing fibroblasts, encouraging new ones to return to the aging dermis.

## High tech anti-ageing skincare using peptide technology!

**How peptides work** - A good analogy is wound healing. If you cut your finger, collagen and Elastin fibres located deep within the dermis are broken. The end portion of these injured collagen and Elastin fibres are composed of a specific sequence of amino acids (an amino acid peptide). It's these end chain peptides which are responsible for sending a chemical message out to fibroblasts (collagen producing cells), enticing them to return to the area, make collagen and repair the wound.

Peptides used in skin rejuvenation are composed of the same end fragment that sends out the distress signal to those fibroblasts, this time chemically signalling the skin to become firmer.

When used regularly peptide enhanced skincare can help protect the skin from accelerated environmental-based ageing and rebalance the chronological skin ageing process, preserving the skins structure and restoring firmness and elasticity, and reducing lines.

**Peptides** - are a chain of 20 natural amino acids, the biochemical building blocks of the body. Amino acids constitute the code of life. All living cells and organisms' functions are regulated by the sequences of these original blocks.

These amino acids give a huge combination and variety of different Oligopeptides (2-10 amino acids), polypeptides (10-100 amino acids) and also proteins- Collagen and Elastin - the well known proteins found in the skin.

Each Peptide amino acid sequence and the arrangement of the chains determine the function of the peptide. A variety of peptides must be present at clinical levels and repetitively applied.

