

# PRIORI® PRESS RELEASE



FOR IMMEDIATE RELEASE

Contact: Sofi Lewis  
slewis@prioriskincare.com

## PRIORI® IDEBENONE COMPLEX\* SUPERCEUTICALS® CLINICALLY PROVEN TO IMPROVE PHOTODAMAGE AND RED AND BROWN PIGMENTED SKIN

After years of advanced scientific research, PRIORI® scientists have found a more efficient way to deliver the power of Idebeneone benefits into the skin proven in clinical trials. This new molecular technology combines Idebeneone with a dual fatty acid chain to increase skin permeability and create a time released reservoir of Idebeneone, released into the skin where and when it is most needed.

**Improved Delivery System** for better skin and cell permeability and more efficient time released action.

**Improved Efficacy** means better results for scavenging toxic free radicals, and improved results for reducing the appearance of photodamage and premature skin aging.

**Improved Skin Conformity** means more skin types, skin conditions and larger skin surface areas can use the technology with less skin sensitivity.

**Even Greater Skin Protection** – EPF 95+, for less Sunburn Cells formed after UV exposure.

SUNBURN CELL COUNT

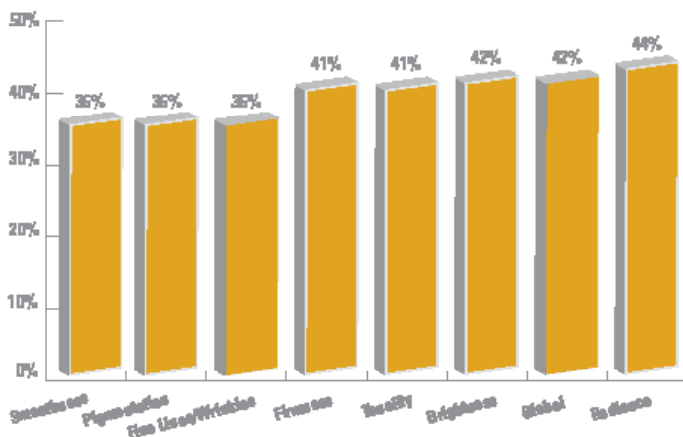


Two clinical studies prove that Idebeneone Complex® Superceuticals is effective in improving both moderate to severe photodamage and red and brown pigmented skin. The first study, included 32 women, between the ages of 25 and 65 years, exhibiting moderate to severe photodamage, presented as rough, dry facial skin, pigmentation, fine lines/wrinkles, poor skin tonality, and decreased skin firmness, radiance and brightness. The study subjects used an Idebeneone Complex skincare regimen of Facial Cleanser Even Tones, Eye Serum and Moisturizing Facial Cream twice daily for the 8-week study period; Idebeneone Complex Radical Defense SPF 30 was also included for day use only. The study revealed the following results:

- 41% increase in the appearance of skin firmness and skin tonality
- 42% improvement in general skin appearance
- 36% decrease in the appearance of fine line and wrinkles
- 44% improvement in the look of skin radiance

PERCENT IMPROVEMENT FROM BASELINE

8 week, double blind, dermatologist expert grader evaluation, 32 subjects



8-WEEK CLINICAL EVALUATION OF PRIORI® IDEBENONE COMPLEX SKINCARE REGIMEN



IDEBENONE COMPLEX SUPERCEUTICALS®  
THE MOST POWERFUL ANTI-AGING ANTIOXIDANT



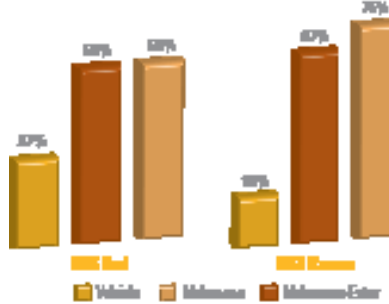
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In a separate clinical evaluation, Idebenone Complex Smooth Lines was proven to successfully treat red and brown pigmented skin. The study, consisting of 36 women between the ages of 40 and 70, with moderate hyperpigmentation and reddening of the skin was conducted over an eight-week period. Participants were instructed to apply Idebenone Smooth Lines twice daily, and at the end of the study, the following results were achieved:

- 58% showed less redness
- 75% demonstrated decrease in brown pigmentation



PERCENT IMPROVEMENT FROM BASELINE



RBX Red shows the vascular disorders; RBX Brown shows the skin tones.

Idebenone Complex is a bioengineered "Co-Enzyme Q10," but up to 1,000 times more effective. It targets aging at the cellular source – the mitochondria – where free radicals produced during cellular metabolism cause cellular damage. Unlike botanical and vitamin antioxidants, Idebenone Complex is a respiratory chain antioxidant; it is the only antioxidant that fights both intrinsic (natural aging) and extrinsic aging (environmental aging).

The PRIORI® Idebenone Complex Superceuticals® skincare line includes eight products that deliver the highest level of skin rejuvenation that cannot be obtained from any other Cosmeceutical skincare ingredient. Professional Idebenone Complex Superceuticals® Treatments are also offered and are designed to accelerate and maximize the benefits of the homecare products for even faster results.

PRIORI® Idebenone Complex Superceuticals® products and Professional Treatments are available at select spas nationwide. For more information, please visit [www.prioriskincare.com](http://www.prioriskincare.com).

