



ApothederM

## The **Secret** of **SmartPeptide™** technology.

### **What is a peptide?**

Peptides are chains of amino acids that are attached together in a specific order. Amino acids are naturally occurring in the body and are vital to everyday living processes. Peptides can be made up of 2 or more amino acids that can stimulate different responses within the body. Peptides serve as tiny messengers that can be sent to kick the skin into gear and make it look, feel and function better.

### **Our Secret for Healthy Looking Skin**

Today's consumer expects results from her skin care regimen. ApothederM™ products have been specifically formulated and tested to provide proven results. Helix BioMedix has created a new generation of bioactive peptides known as SmartPeptide™ technology. These highly precise SmartPeptides provide targeted solutions to problem areas such as age-related skin characteristics: lines and wrinkles, loss of elasticity, loss of firmness and definition, appearance of darkened areas or general unevenness of skin tone, rough texture, and thinning of the skin.

- **Heptapeptide-7** is the latest advance in peptide technology from Helix BioMedix. This bioactive peptide has been shown to promote keratinocyte proliferation and migration to support skin renewal. This SmartPeptide can help restore these skin functions for healthy, vibrant skin.
- **Palmitoyl Hexapeptide-14** boosts collagen production thereby reducing the appearance of wrinkles and increasing firmness of the skin. It also helps to eliminate dull and dry skin with the addition of a lipid delivery system.
- **Hexapeptide-21** works deep within the skin to stimulate the skin's own natural repair and regeneration system. Hexapeptide-21 is designed to stimulate collagen production and cell turnover to help improve the appearance of damaged skin.

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Helix BioMedix, Inc.

[www.helixbiomedix.com](http://www.helixbiomedix.com) • [www.apothederM.com](http://www.apothederM.com)  
221 18 - 20<sup>th</sup> Ave SE, Suite 204 • Bothell, WA 98021 USA  
Phone 425.402.8400 • Fax 425.806.2999