

Scientific Validation of ASEA® RENU28® Revitalizing Redox Gel

ASEA'S COMMITMENT TO RESEARCH

Research and testing are integral to any successful product or brand, which is why ASEA has committed to investing in science since its founding. Research is a critical and vital measure we take to ensure the safety and efficacy of our products. Through these research efforts, our associates and consumers can take note that systematic investigation, which includes research development, testing, and evaluation, has been done to demonstrate the benefits of redox signaling*, both internally and externally. While aging is inevitable, ASEA continues to investigate ways to support healthy aging and the appearance of age-related decline through patented topical redox signaling technology.

ANTI-AGING EFFECTS OF RENU28® REVITALIZING REDOX GEL ON FEMALE SUBJECTS OVER AGE 45

The influence of RENU28 was measured over four weeks in the most common parameters concerning aged skin surface.

RENU28® Revitalizing Redox Gel has active redox signaling molecules that can be applied directly onto the skin to improve and revitalize it at the skin surface. ASEA commissioned a clinical trial to quantify the results of this revitalization.

Study Protocol

Over the four-week study period, researchers examined 20 adult female panelists over the age of 45 for skin hydration, eye wrinkle depth, face appearance, and elasticity. Each panelist applied RENU28® Revitalizing Redox Gel twice a day (morning and evening) over the four-weeks period.

Researchers used Corneometry to measure the hydration of the outer layer of the epidermis.

The PRIMOS 3D optical portable, hand-held device captured in vivo measurements of eye wrinkle depth and skin roughness. Cutometry assessment provided the measurement of skin elasticity. High-resolution photographs of the subject's face using the VISIA™ complexion analysis system provided imagery for digital image face appearance comparison.

Results Summary

	AVERAGE IMPROVEMENT OF SUBJECTS IN FOUR WEEKS
SKIN TEXTURE	22%
SKIN SMOOTHNESS	23%
SKIN ELASTICITY	20%

STUDY – EFFECT OF RENU28® REVITALIZING REDOX GEL ON CELLULITE AND ADIPOSE LOBULES

Dermatest provided dermatological expertise on a 12-week clinical-dermatological application test including cellulite determination average values of length and breadth of adipose lobules using Dub® Skin Scanner.

The influence of the product RENU28 Revitalizing Redox Gel was examined concerning the dimension of adipose tissue lobules in the area of thighs, as well as the tolerance after a period of 12 weeks in-use test according to clinical-dermatological criteria.

Cellulite forms when fat lobules press against the skin and create a bulge with an accompanying depression next to the bulge. Dermatest conducted a 12-week study on the effects of RENU28 Revitalizing Redox Gel on cellulite.



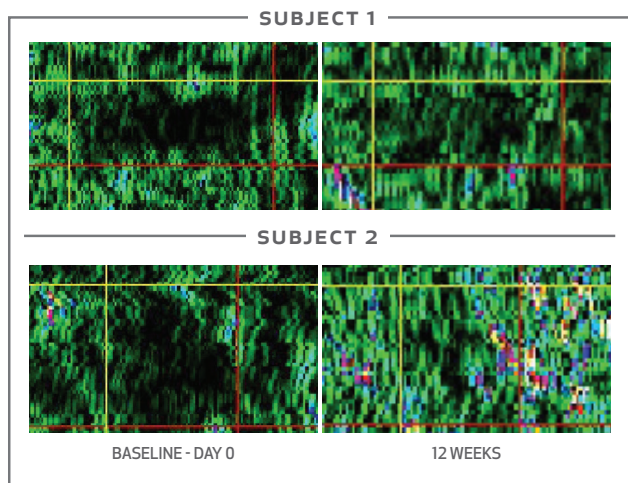
Study Protocol

In a 12-week assessment, researchers evaluated 30 female participants using skin ultrasound measurements conducted before the study, at 6 weeks, and after 12 weeks. Each test subject applied the product RENU28 Revitalizing Redox Gel twice a day (morning and evening) in the thigh region. For 30-60 seconds, participants massaged the gel into the targeted areas of the skin.

Results Summary

	WEEK 6	WEEK 12
LENGTH OF ADIPOSE (FAT) LOBULES	12.24% decrease	15.81% decrease
BREADTH OF ADIPOSE (FAT) LOBULES	10.75% decrease	14.73% decrease

These results show a visible decrease in the length and breadth of fat lobules (cellulite). As indicated in the study, RENU28 is unlike typical cellulite treatments as it does not use inflammation or fillers for a temporary effect.



Images from the study show two different subjects. The dark area represents an actual fat lobule, and vertical and horizontal lines are used for measurement. It is evident in the image on the left that the fat lobule in each subject appears larger than in the picture on the right, after using RENU28 for six weeks.

EFFECT OF RENU28® REVITALIZING REDOX GEL ON ELASTICITY OF HUMAN THIGH SKIN

Specialists with dermatological expertise studied RENU28's effect on skin elasticity.

Study Protocol

Investigators at Dermatest provided analysis of skin elasticity by use of Cutometer. Measurements were obtained for 30 female subjects before the study, after 6 weeks, and after 12 weeks. Both a RENU28 application area and untreated control area were tested.

Each test subject applied the product RENU28® Revitalizing Redox Gel twice a day (morning and evening) in the region of the thigh test area. Subjects massaged into skin for 30-60 seconds.

Results Summary

	% ELASTICITY IMPROVEMENT IN GEL APPLICATION TEST AREA	% ELASTICITY IMPROVEMENT IN CONTROL TEST AREA	% ELASTICITY IMPROVEMENT AFTER DEDUCTION OF CONTROL
AFTER 6 WEEKS	16.62%	0.68%	15.94%
AFTER 12 WEEKS	24.17%	3.26%	20.91%

Throughout the 12-week evaluation, subjects demonstrated significant progressive improvements (up to 21%) in skin elasticity.

RENU28® REVITALIZING REDOX GEL SURFACE SKIN CELL RENEWAL AND CELL TURNOVER

ASEA commissioned Stephens & Associates to study the effects of redox signaling on surface skin cell turnover. Stephens & Associates answered important questions in their research:

1. Will RENU28 Revitalizing Redox Gel stimulate surface skin cell renewal and turnover?



Surface skin cell renewal, and the rate at which cells renew, are important components for the anti-aging process. Because redox signaling molecules work at a cellular level, with messages that also signal cell turnover, ASEA commissioned a study that shows the way RENU28 can affect the rate of surface skin cell renewal.

Study Protocol

Participants applied RENU28 to one forearm twice each morning and twice each evening for two weeks. At that point, a fluorescent dye was applied to the RENU28 forearm and the control forearm. Each arm was then photographed under UV light and quantified. Over the next two weeks, participants continued to apply RENU28 as before. The fading of the dye indicated skin cell renewal and turnover. The findings are compelling.

Results Summary

After 30 days, the results were measured on participants' forearms. RENU28® arm dye faded to zero in 13.2 days. Control arm dye faded to zero in 15.3 days. RENU showed a surface skin cell turnover time of 24 - 36 days, a decrease of four to six days, which is a 16% faster rate.

