

Collagenizing®

A SWISS  INNOVATION

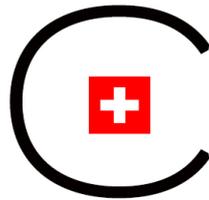


THE NEXT RAVE
IN
SKIN REJUVENATION

Collagenizing®

A SWISS  INNOVATION

The Biophysical alternative to pain and needles
in skin rejuvenation.



COLLAGENIZING® is the carefully designed and time proven scientific answer to the dream of getting the best version of ourselves, at anytime, any age, and anywhere.

Now in the fourth generation of a breathtaking technology, the **COLLAGENIZING®** methodology has been miniaturized into a portable system now available to aesthetic purposes in clinics and beauty spas.

Through **COLLAGENIZING®** we deliver skin results. We have a unique approach to restoration with ingredients curated by nature, and breakthrough technology harnessed by science and our custom non-invasive techniques.

The patients will not only feel revived and invigorated, they will instantly notice a reduction in lines and wrinkles, a refined skin elasticity, re-sculpted tissue lift and a noticeably youthful appearance.

*To get the **best version**
of yourself !*

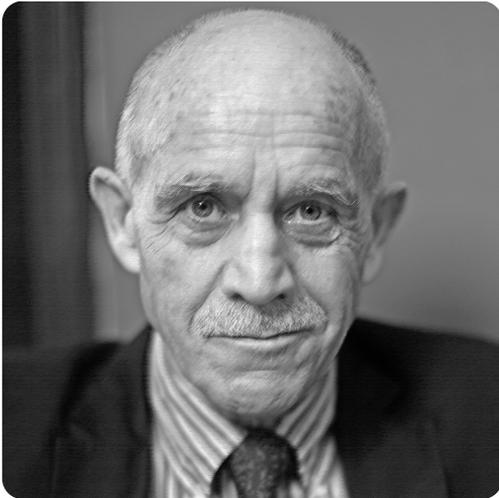
The **COLLAGENIZING®** experience:

- ✓ 100% innovative,
- ✓ 100% non-invasive
- ✓ 100% effective

COLLAGENIZING® PHILOSOPHY

Vitality Concepts Mission and Vision has always been the innovation of methods and technology that restore the lost energy and vitality from the cellular level.

By definition we are the "Feel Good and Look Great for Life" company -in contrast, a skin-care company can only address the effect of aging- Vitality Concepts looks at the Client's whole being.



Engineer by training, Heinz GISEL is the co-founder and CEO of companies that developed "All Laser Lasik" technology.

Co-founder of the first Lithotripter to non-surgically treat gall and kidney stones (LASAG).

Transdermal Nutrition cell-Resonant Hydration are his recent innovations that have various implementations in both medical and aesthetic fields.

Lifetime Achievement Awardee for Innovations with Global Impact from the Graduate School of Business Administration, Zurich.

For thirty years, Heinz GISEL traveled the world with his innovating cutting-edge medical technology and working with doctors on new devices and methods to improve their patients self-esteem and quality of life. As the CEO of medical laser companies, he learned that funding disease fighting technology was difficult, but not for devices used in elective procedures, plastic surgery, aesthetic treatment and vision correction.

He observed that many people seeking such treatments would be better served with rejuvenation from the cellular level. But most people don't know how to reach their longevity goals and aesthetic ambitions, because conventional health-care diagnostics measure disease symptoms without analyzing the cause.

GISEL invested years into cell-resonant nutrition research and aesthetic technology development, to provide individuals with instantly applicable information about their biological age VS chronological age and science-based recommendations on reaching their vanity and longevity goals sustainably in the shortest possible time.

Unfortunately, in most cases, people will not durably change their lifestyle to reach their goals. So systems had to be developed to match remediation with a specific lifestyle.

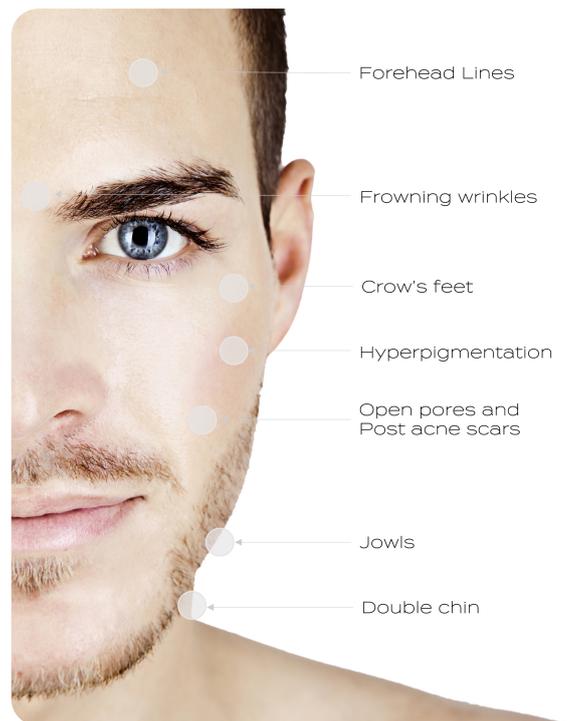
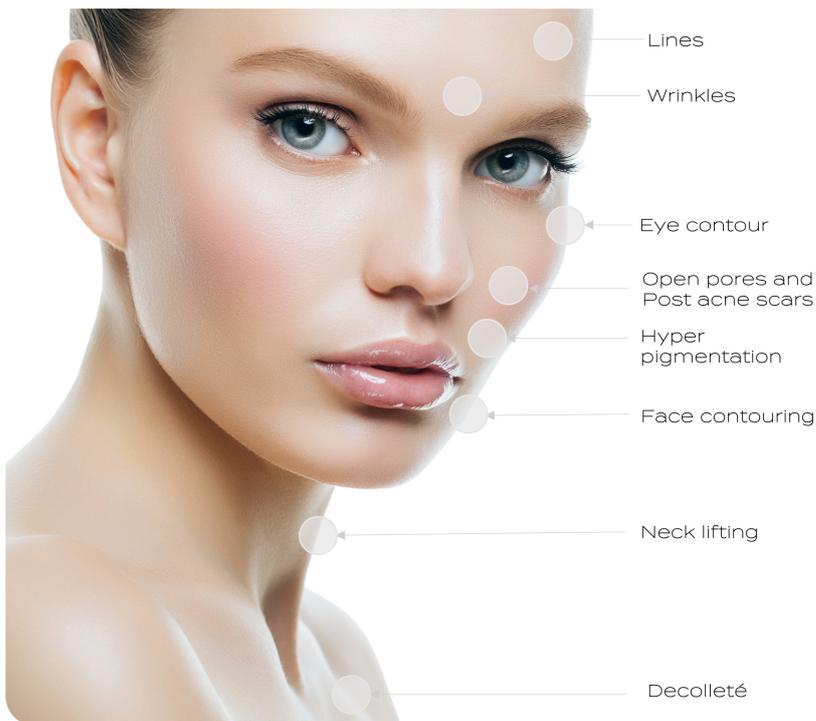
Thus, the COLLAGENIZING® methodology was born, backed by the breathtaking PREDICTIVE PERMEATION™ technology and its medical grade formulas, the first non-invasive treatment able to rejuvenate from the matrix cell our complete skin, and help us to get the best version of ourselves.

COLLAGENIZING® DEFINITION

COLLAGENIZING® is a biophysical method to replenish the intra-dermal losses of connective tissue that manifests by wrinkles and makes the skin appear old and lacking energy. The compelling answer to restoring the natural properties of the body's largest organ, the skin, with all its protective functions, is the augmentation with substances that most closely mimic those lost in the aging process.

COLLAGENIZING® features the proprietary of PREDICTIVE PERMEATION™ which uses the skin's water based intercellular channels (70% of the skin's composition) to promote transdermal delivery of the main skin's constituents.

The treatment helps your skin to rejuvenate, nourish, and revitalize by using ionic transport of the personalized substrates that your skin's extracellular matrix is lacking, including the basic building blocks collagen, hyaluronic acid, elastin and peptides deeper below the skin (epidermis and dermis).



THE NEXT RAVE IN SKIN REJUVENATION



Up to 80%
More Collagen

Up to 10%
Less pigmentation

Up to 63%
Less wrinkles

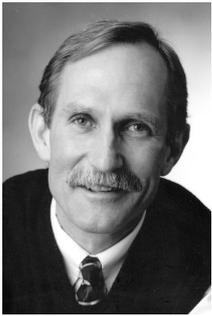
Up to 20%
More elastin

COLLAGENIZING® FUNCTIONAL PRINCIPLES

The functional principles of our proprietary PREDICTIVE PERMEATION™ technology became the subject of Studies from 2003 Nobel Prize for Chemistry Laureates Professors Peter Agre and Roderick MacKinnon on the structure and operation of ion channels.

They shared the Nobel Prize in Chemistry 2003 together : Prize motivation for « The discovery of water channels » for Peter Agre and, for the « Structural and mechanistic studies of ion channels » for Roderick MacKinnon.

They opened the pathway to prove the possibility to use one among the most fascinating characteristics of the human dermis: the "hydro-electrophores", that is, those water based channels that open up between cells due to physical, vibratory, mechanical, chemical and nervous effects in a very spontaneous way and in such a manner to let the "external world" to be able to communicate with the interior universe. These water-based gates could open up about 1,000,000,000,000,000,000.00 times per day.



Peter Agre

**Born : 30 January 1949
Northfield, MN, USA**

**Affiliation at the time of the award :
Johns Hopkins University School
Of Medicine, Baltimore, MD, USA**



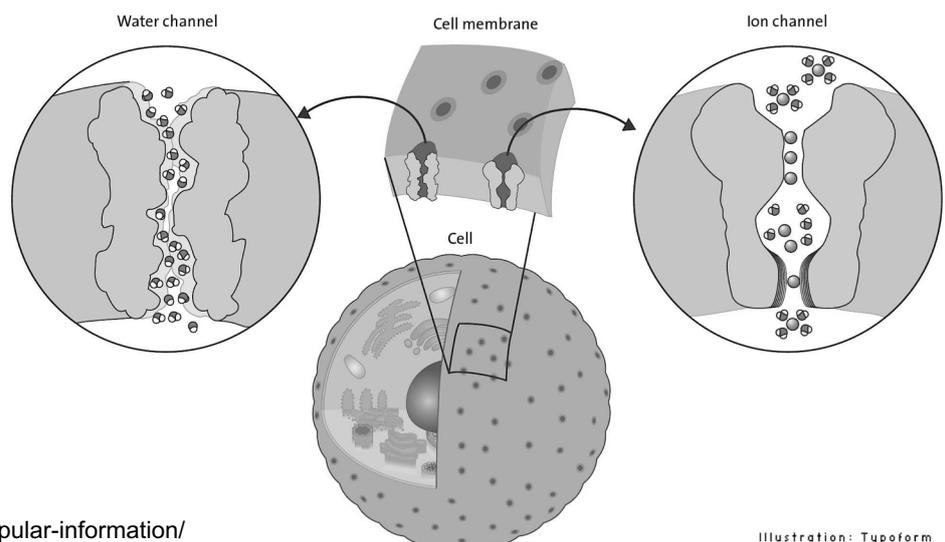
Roderick MacKinnon

**Born : 19 February 1956
Burlington, MA, USA**

**Affiliation at the time of the award :
Rockefeller University, New York,
NY, USA**

Thanks to this pioneering discovery on the molecular channels through the surface layer of the cell, our proprietary PREDICTIVE PERMEATION™ technology has been developed and upgraded since then. Using electro- magnetic energy delivered topically via soft contact probes applied to the skin, a signal sent through water channels allows the transport, through cell membranes, of low and heavy-weight molecular substrates deep into the skin (epidermis and dermis).

Fig 1. The dividing wall between the cell and the outside world – including other cells – is far from being an impervious shell. On the contrary, it is perforated by various channels. Many of these are specially adapted to one specific ion or molecule and do not permit any other type to pass. Here to the left we see a water channel and to the right an ion channel.



PREDICTIVE PERMEATION™ TECHNOLOGY

PREDICTIVE PERMEATION™ is a technology using the skin water based channels to allow ionic drug solution to penetrate the skin due to continuous reserved polarity electrical pulses (low frequency). This process of delivery of micro or macro molecules is done without modifying the ionic drug solution pH or the skin pH.

The method works by briefly applying an electric field to a living cell that causes a transient permeability in the cell's outer membrane. During a controlled train of pulses, skin resistance drops by as much as three orders of magnitude within microseconds. This alteration in skin resistance exhibits either complete or partial reversibility within minutes or longer.

The burst-pulse delivery for this purpose, consisting in a controlled electrical pulses delivery that causes "intercellular gates" in the dermis cells allowing the transdermal passage of molecules. The method can deliver micro- and macromolecular ionic water-based substances into the dermis and hypodermis.

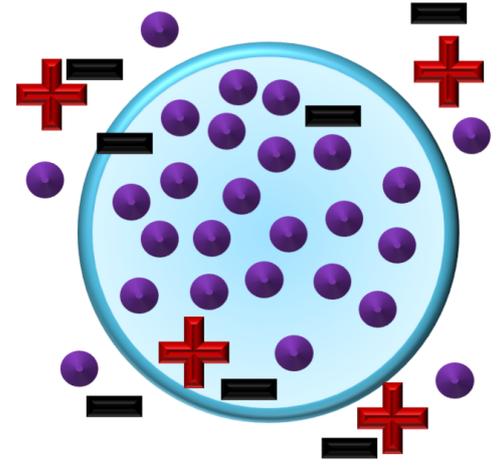
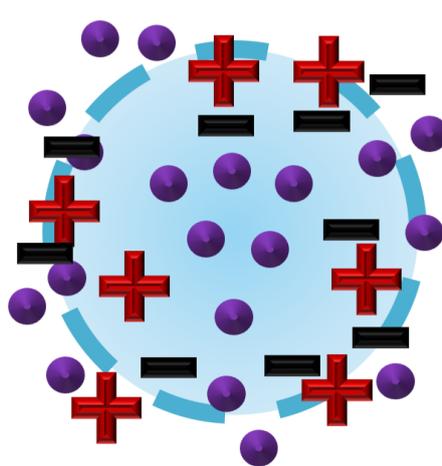
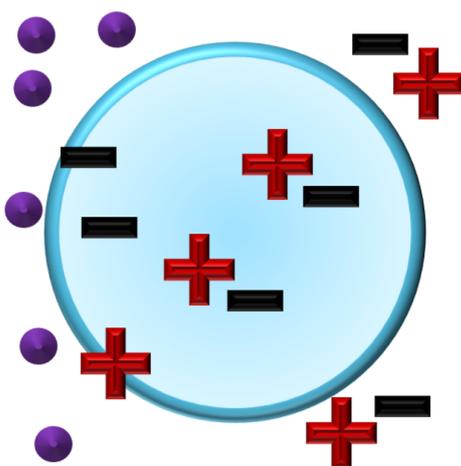
Clinical trials have shown that up to 90% of delivered substrates resides at the depth of delivery without migration for over 30 days.

Collagenizing® or PREDICTIVE PERMEATION™

BEFORE PULSE

DURING PULSE
Electric field creates
a voltage across cell
membrane

AFTER PULSE
Pores reseal & cell
"heals" with gene inside



Introduce molecules
to the cells

Apply the pulse,
pores form in the
cells and molecules
enter.

After the pulse, cell
returns to its original
state and the molecule
remains in the cell.

 Positive ions
 Negative ions

 Macromolecules (collagen, hyaluronic, elastin) and
other macro molecular substrates .

COLLAGENIZING® PURPOSE

The extracellular matrix repair system

COLLAGENIZING® works from the inside out, from the interstitial connective tissue, the extracellular matrix that simply eliminates years of exposure to toxins, pollution and stress. COLLAGENIZING® is not a makeup, it is an extracellular matrix repair system that does not wash off or fade, but works subcutaneously to restore the beauty from the Inside without you knowing it.

Living tissues are not just accumulations of cells. Much of a tissue's volume is made up of extracellular space filled with a dynamic, physiologically active meshwork called the extracellular matrix, a component of all living connective tissues.

In addition to providing structural support for the cells embedded within a tissue, the extracellular matrix determines critically how a tissue looks and functions.

The extracellular matrix also regulates processes by controlling cell communication. Its constituents are *proteoglycans, water, minerals, and fibrous proteins*.

In an aging tissue, collagen fibers are frequently – inappropriately – cross-linked through glycation (high sugar consumption induced skin aging), via byproducts of lipid oxidation and through exposure to UV light (lifestyle). The combination of elevated and inappropriate collagen cross-linking contributes to tissue stiffening, so that an aged tissue is mechanically weaker and less elastic, but also more rigid than a young tissue.

Glycation induced skin aging effects include age spots, hyperpigmentation, wrinkles, hardness of skin, dull and uneven skin tone, sagging and bagging, inflammation and depletion of collagen – in short: skin asking for rejuvenation. These symptoms have been directly linked to blood sugar levels.

Toxins and Pollution are other deleterious influencers of the extracellular matrix, which is one of the major detoxification organs. When the extracellular matrix becomes too acidic (as an effect of glycation), the transport of nutrients and waste through the extracellular matrix is negatively affected. Accumulation of metals also impairs its function.

It follows that whatever substances we bring into the skin may have very complex short- and long term effects on the whole body through the extracellular matrix. Nutritional minerals have a normalizing effect on the extracellular matrix. This is important since blood does not have a direct line into the cell. Rather, the nutrients carried by the blood have to move through the extracellular matrix to reach the cells.

Evidently, the appearance of skin reveals a lot more than beauty and age – it is a mirror of overall vitality and health of an individual. An instantly visible skin improvement advocates the infusion of the main connective tissue constituents Collagen, Elastin and Hyaluronate. However there is one major impediment: all these substrates are characterized by very high molecular weight, so that these cannot penetrate the corneum stratum (the outermost layer of the skin) to reach the dermis

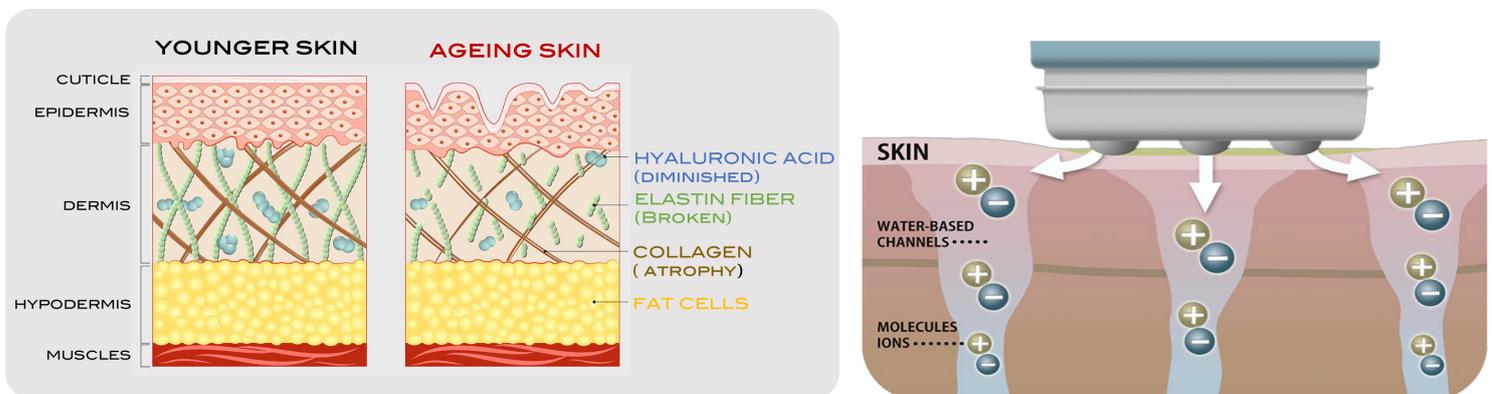
COLLAGENIZING® PURPOSE

The extracellular matrix repair system

One means to transport these substances into the dermis is by injection through needles, but the injected substance is not readily dispersed and to obtain a pleasing cosmetic result, a multitude of injections are called for. Other common aesthetic instruments or devices like Lasers, RF, Ultrasound, TENS or Ionto-phoresis cannot deliver these essential substrates deep enough to be effective, either due to their abrasive action only or their technology limited and focused on other purposes.

As seen previously about the functional principles of our proprietary Predictive Permeation™, researchers discovered three decades ago that briefly applying an electric field to a living cell causes a transient permeability in the cell's outer membrane. This permeation is manifest by the appearance of pores across the membrane. It is now common in cancer therapy and as a DNA delivery method in gene therapy and DNA vaccination.

Specifically, Collagenizing® the dermis means that during a short, high intensity pulse, skin resistance drops as much as three orders of magnitude within microseconds. This alteration in skin resistance exhibits either complete or partial reversibility within minutes or longer. At relatively low voltages, this drop of skin resistance can be attributed to permeation of the appendages (e.g., sweat glands and hair follicles). Permeation of the skin using water based channels is Collagenizing®.



For increased effectiveness COLLAGENIZING® procedures are preceded by the removal of dead skin at the corneum stratum by mechanical or manual means (Microdermabrasion or scrub) which also removes toxins and pollutants and increases vascularization. Then apply our exclusive *genèV Devoted Collagen Perfect Serum * using the proprietary device: The Collagenizer Neo® and complete the treatment by applying transdermally our * Antioxidant Vitamine C * ionic solution also using the Collagenizer Neo®.

COLLAGENIZING® is designed to restore optimal functionality of the extracellular matrix and to deliver immediate, visible and measurable cosmetic improvement on any treated skin tissue. Multiple treatments in weekly intervals yield optimal sustained results in about 5 weeks and thereafter monthly treatments are recommended. Our substrates use no toxic ingredients and vitamins and minerals can be transdermally delivered according to the patient's specific needs.

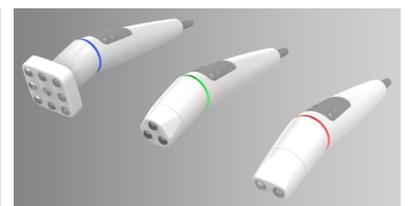
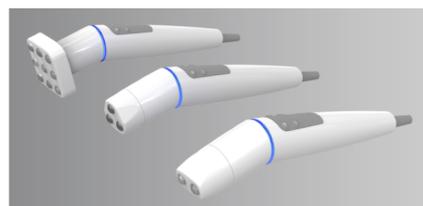
COLLAGENIZING® THE DEVICE NEO

The **COLLAGENIZER Neo®** is the new non-invasive, stand alone powered drug-delivery system carrying our **PREDICTIVE PERMEATION™** technology to deliver ionic drug solution into the skin (epidermis, dermis and hypodermis) for aesthetic and medical purposes. The technology supporting our system has been FDA approved for the *"local administration of ionic drug solution into the body for medical purposes and can be used as an alternative to injections"*.



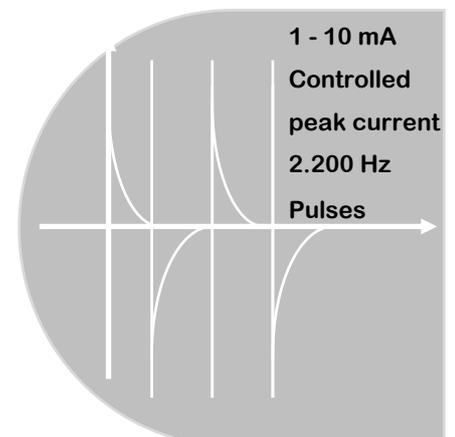
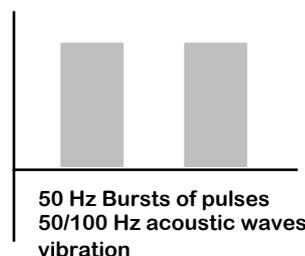
The system features :

- Homogeneous drug delivered on the selected area
- Real time control on the amount of drug delivered
- Real time patient's skin impedance measurement : RGB Led colors (blue : skin impedance / Green : Input confirmation / Red : no contact) ;
- Capability of transdermal delivery of ionic drug solution of macromolecules (greater than 800.000 Dalton);
- Non invasive (no irritations, burnings or inflammations. No trauma from injections);
- No Electrolysis effect (no drug PH modification)
- Easy to use : No need of pre-charged compounds / carrying gels / particular preparations.
- 3 Applicator with rotative heads : body, face and micro area;



SOME APPLICATIONS :

- Skin rejuvenation treatments;
- Platelet Rich Plasma;
- Pre laser treatments;
- Pre and post plastic surgery sessions;
- Skin whitening treatments;
- Replacing injections for mesotherapy applications;

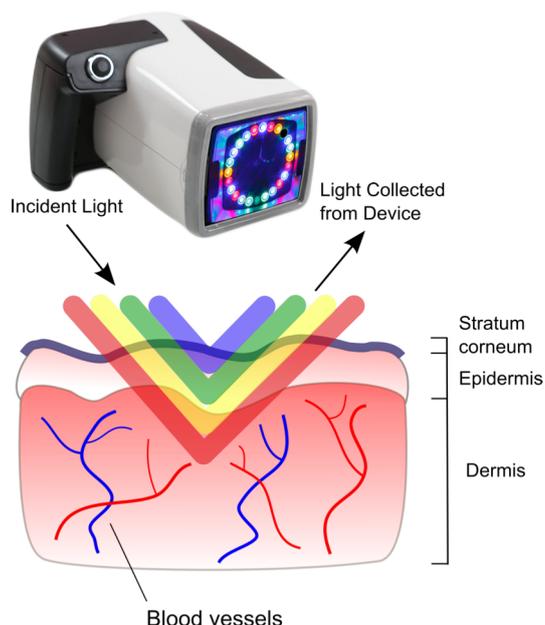


SOME DELIVERABLE DRUGS :

Type A Botulinum Toxin / Tetrahexylidethyl ascorbate/ Hyaluronate acid / Amino Acid / Collagen / Vitamins / Elastin / PRP and many others.

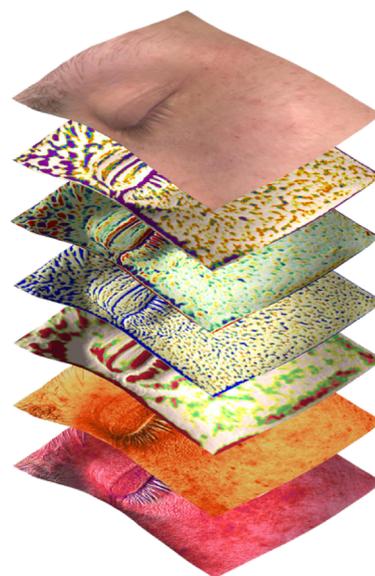
ANTERA 3D® PRO SKIN ANALYSIS

Antera 3D® Pro is a novel multispectral camera which captures high-resolution picture before and after treatment, using an innovative optical method to acquire images in three dimensions. After taking a picture you can measure the texture of the skin, the depth of the pores, wrinkles, fine lines, redness and pigmentation that you can analyze on the software. It will allow you to quantify the efficacy of your treatment and monitor changes overtime for all your patients.



Versatile and rich in features, Antera 3D® Pro is the only camera that can accurately measure :

- Colour image
- Texture
- Wrinkles
- Pores
- Volumes
- Pigmentation
- Redness



SKIN ANALYSIS AS IT SHOULD BE : Antera 3D® Pro provides quantitative evidence of treatments' results, and reassures patients on benefits of their treatments. It keeps your communication clear, results are visible, analysed and printed for review with your patients.

Antera 3D® Pro is a breathtaking scientific complement to the Collagenizing®. This scan shows objective proof of the clinical improvement and the results obtained with the Collagenizing®.

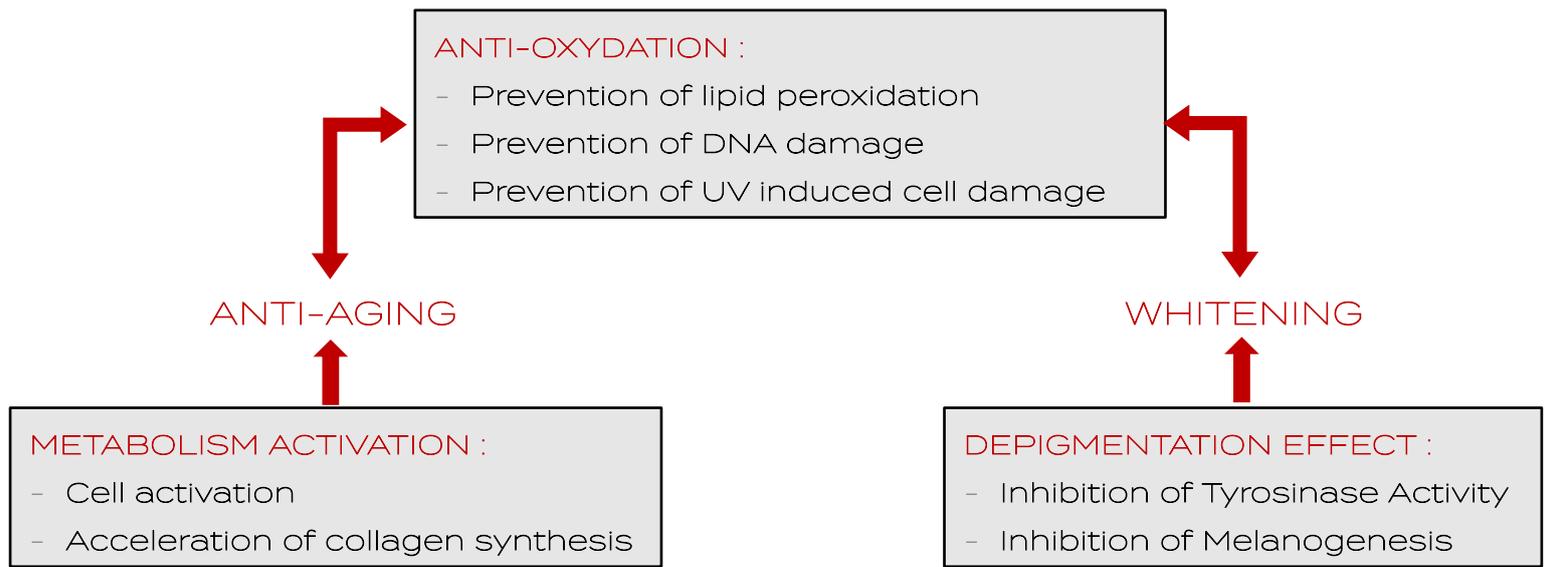
It is the most efficient consultation tool in skin-analysis to provide in real-time :

- A comprehensive skin analysis,
- The most accurate "before/after" comparison,
- The track treatments progress,
- An audit of the quality of our own treatment,
- Quantitative evidence of treatment's results,
- A communication clear and reliable,

This evidence-based approach will make your clinic or your spa stand out from competition, it will increase your profile and enable patients to visually follow their journey to healthier, better looking skin in a scientific reliable approach.



COLLAGENIZING® ACTION



CLINICAL CASES : BEFORE / AFTER

Facial treatment & crow's feet:



Courtesy of Vitality Concepts International

Fat reduction:
Meso-therapy



Treatment of stretch marks
abdomen after 4 sessions:



Courtesy of Dr Gabriela Vasilescu, Florence, Italy

Treatment of acne scars : single
active treatment after 3 days.



Facial treatment : forehead & crow's feet.



Courtesy of The Collagen Bar, New York, NY 10010,USA

Mimetic muscle treatment after 3
sessions:



Courtesy of James Fulton, M.D., Miami,USA

COLLAGENIZING® COSMETICS

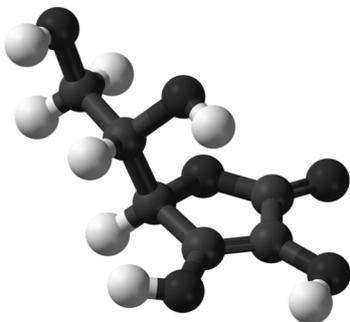


Necessary complements of **COLLAGENIZING®**, these two advanced skin care products have been specially created to optimize synergistically the effects between treatment sessions, to maintain at home for a best and long term result.

These highly concentrated formulas are medical grade, backed by science and manufactured in a FDA approved process for the internal use..

genèV Antioxidant Vitamin C

Using the COLLAGENIZER® with our antioxidant Vitamin C Intensive White-cream will remarkably improve and last its efficiency. Our formula contains an oil soluble, bio-available form of Vitamin C* that is stable and has anti-oxidant activity that inhibits lipid peroxidation. Its UV-A and UV-B protection help prevent melanogenesis. This unique cream contains whitening and brightening properties that bring a beautiful clarity to the skin.



VITAMIN C CREAM INGREDIENTS

- Tetrahexyldecyl Ascorbate (Vitamin C)
- Dextran and Nona peptide
- Niacinamide (Vitamin B3)
- Arbutin (from bearberry)
- Cyclomellicone
- Tocophery acetate (Vitamin E)
- Tricholoma matsutake extract (From mushroom)
- Dipotassium glycyrrhizate (Licorice root extract)

Vitamin C * contained in the genèV Cream is a stable, oil-soluble form highly concentrated to increase collagen levels, reduce melanin production, brighten skin and repair the effects of U.V. exposure and other environmental damage. Combined with the COLLAGENIZER Neo®, the genèV cream has a higher rate of penetration (thanks to its LIPI soluble like human skin) that any other derivatives, it also has a higher rate of conversion to vitamin C within the dermis.

COLLAGENIZING® COSMETICS



genèV Devoted Collagen perfect Serum

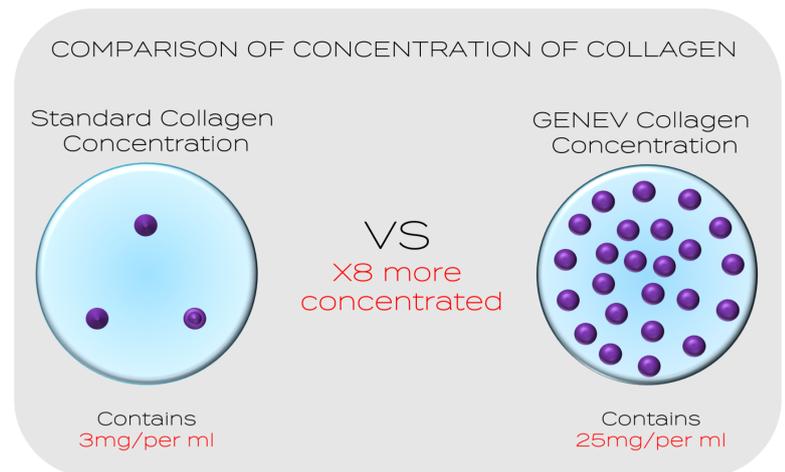
COLLAGENIZER® is used with genèV Serum collagen, a made-to-order FDA approved pharmaceutical grade collagen manufactured in the United States. It has the highest concentration of organic bovine collagen along with hyaluronic acid available on the market.

It is the only collagen approved for safe placement beneath the skin.

COLLAGEN SERUM INGREDIENTS

- Organic collagen (FDA approved injectable grade and 25mg per ML at 5% formulation)
- Sodium hyaluronate (hyaluronic acid)
- Haberlea Rhodopensis leaf extract (or "Resurrection Plant")
- White tea (Camelia senensis extract)
- Copper peptide
- Algae extract
- Sodium ascorbyl phosphate (VitaminC)
- Aloe barbadensis leaf extract (Aloe Vera)
- Carbomer (Acrylic acid)
- Adenosine

GENEV COLLAGEN HIGHLIGHTS



- Medical grade, injectable form of collagen
- Produced in the United States in an FDA approved facility
- Forms a weightless film on the skin for continuous hydration

Diagram Vitality Concepts International AG©2018.

ORGANIC COLLAGENIZING :

- US FDA approved : Injectable grade (same as used in injectable fillers)
- Ultra-high Density (x 8 conventional)
- Fully traceable to specific source
- Every batch bacteriologically tested by FDA
- Certified Bovine Collagen (closed Herd)

Back in 1990, Prather Ranch was contacted by an ISO regulated pharmaceutical company that was searching for a documented "clean" source of cattle hides for an injectable collagen product.

The ranch developed protocols that established the beginning of "Closed Herd" status. Due to BSE concerns, an audit of the entire herd was initiated. The Prather Ranch operation and cattle were documented "clean" through extensive auditing and scientific testing.

COLLAGENIZING® UPSIDE : PRP

PRP : PLATELET RICH PLASMA

Blood plasma contains platelets and growth factors that promote the establishment of natural mechanisms of skin regeneration. Plasma is a serum that contains nutrients, vitamins, hormones, minerals and proteins that are essential for cell survival. Platelets are nucleus-free cells with mitochondria, microtubules and alpha granules. A platelet contains alpha granules and synthesizes about thirty bioactive proteins that are growth factors. There are a dozen different growth factors that stimulate stem cells from the area where PRP is injected.

Platelet-rich plasma has been known for more than 20 years in the treatment of osteoarthritis, tendinitis or ligament rupture. Its virtues are now more and more used in anti-aging medicine. It is prepared from the subject's own blood : autologous product, 100% biocompatible and without any risk of rejection or allergy.



Diagram Vitality Concepts International AG©2018.

PREPARATION

There are, at present, two methods approved by the US FDA : the PRP method and the Buffy coat method. Both processes involve the collection of whole blood that is anticoagulated with citrate dextrose, before undergoing two stages of centrifugation designed to separate the PRP aliquot from platelet poor plasma and red blood cells. In humans, the typical baseline blood platelet count is approximately 200,000 μL ; therapeutic PRP concentrates the platelets by roughly five-fold.

COLLAGENIZING®

UPSIDE : PRP

TREATMENT PROCEDURE

A nurse takes the blood sample from the arm. The blood is centrifuged : this process allows a core isolation between plasma and platelet from red and white blood cells. The growth factors and proteins contained in the PRP "boost" the stem cells of the skin that produce collagen and elastin.

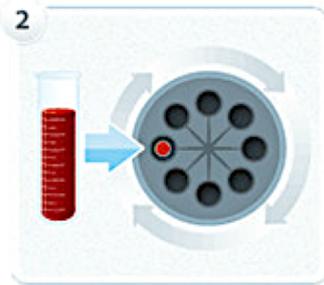
The doctor delivers small amounts of PRP into the dermis, using COLLAGENIZER Neo® and its PREDICTIVE PERMEATION™ technology on the surface to treat.

PRP THERAPY - PROCEDURE



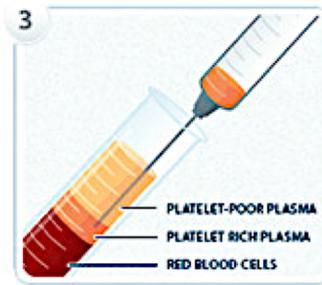
1 Collect Blood

30-60ml of blood is drawn from the patient's arm.



2 Separate the platelets

The blood is then placed in a centrifuge. The centrifuge spins and separates the platelets from the rest of the blood components.



3 Extract platelet-rich plasma

The blood is then placed in a centrifuge. The centrifuge spins and separates the platelets from the rest of the blood components.

THE "VAMPIRE LIFT"*



A full PRP treatment includes three to six sessions. Each session is spaced four weeks apart. Then it must be renewed every six months and every year at least to keep the result sustainable. Immediately after the session, there is already a clear improvement in the radiance and skin tone. A month later, the skin has become softer, less wrinkled and crumpled on the surface. Imperfections are diminished and weaker.

COLLAGENIZING is obviously the best alternative to needle and microneedling : our method allows penetrating the plasma deep into the epidermis and the dermis through a relaxing and homogeneous process that guarantees the same efficiency as injections but without any pain , any discomfort or any downtime.

Therefore, COLLAGENIZING® is the perfect PRP delivery method, even more regarding its non invasive process : because there is no injury to the skin, there is no risk of inflammation or infection at all.

*The Vampire lift has been hyped by Kim Kardashian who talked about the pain she felt at that time. She said : « *Even though it wasn't for me, I know it has so many benefits for your skin. Kourtney is a huge fan and I know a lot of other people that love it, too,* » but because she tried the micro needles method she said *"It was really rough and painful for me. It was honestly the most painful thing ever! It's the one treatment that I'll never do again."*

COLLAGENIZING® EXPECTATIONS

REJUVENATION & IMPERFECTIONS

The PRP preserves the natural hydration of the skin and protects it from all external aggressions. Ideal from 25-years-old to obtain a instant glowing effect and to delay the appearance of the first wrinkles.

From forty-years-old, wrinkles are well established and the skin begins to sag especially if you have abused the sun. The PRP will revive the collagen production, decrease dark circles, improve the appearance of scars and treat stretchmarks.

CLINICAL CASES : BEFORE / AFTER

Results after several sessions/ areas treated for different purposes :

Dark spots - Whitening



Courtesy of Vitality Concepts International

Acne scars :



Courtesy of Vitality Concepts International

Resurfacing and whitening :



Courtesy of Vitality Concepts International

Overall complexion rejuvenation



Courtesy of Dr Duncan Turner, California, USA

Photoaging - Rejuvenation



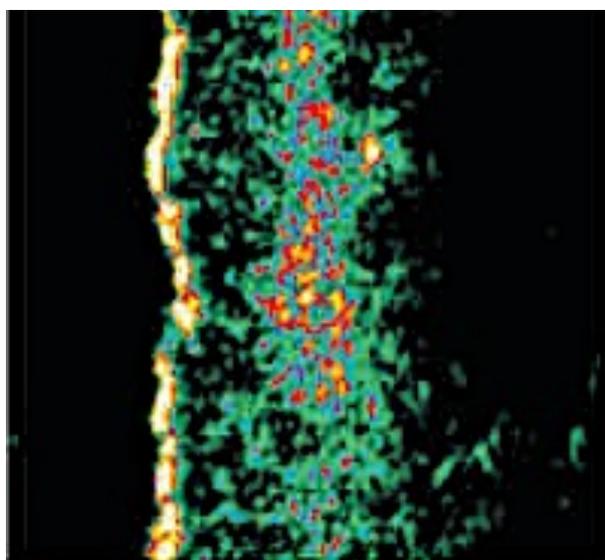
Courtesy of Dr Duncan Turner, California, USA

COLLAGENIZING® EMPOWERMENT

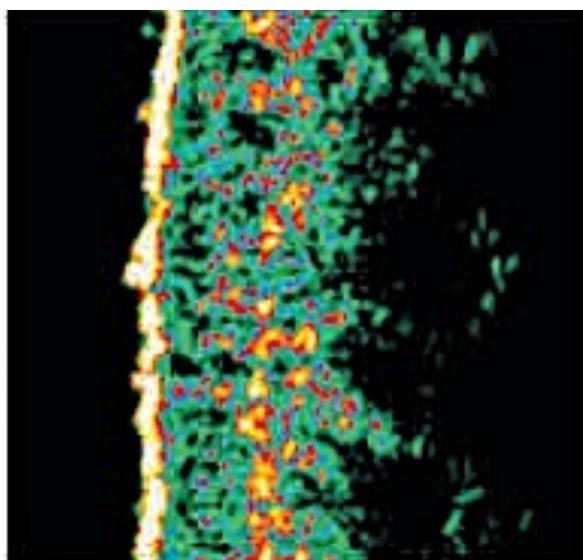
Collagenizing® or PREDICTIVE PERMEATION™ is FDA cleared as the only biophysical alternative to injection in skin rejuvenation. The absorption of macromolecules into the epidermis and the dermis is greater than :

Collagen	≥ 1,000,000 Dalton
Hyaluronic acid	≥ 1,500,000 Dalton
Elastin	≥ 840,000 Dalton

How the Collagenizing® effect works on Epidermis & Dermis
Dermascan C High Frequency Ultrasound – courtesy of Cortex Technology



Lack of collagen in the upper dermis, age 44



Rejuvenated skin, age 44

Collagenizing®: Delivery to Dermis with High Frequency Ultrasound
Courtesy of Gertrude P. Chan, M.D., M.Sc., FPDS – Alabang, MM, Philippines



COLLAGENIZING® TRIED & TRUSTED

- The functional principles of our PREDICTIVE PERMEATION™ technology behind the Collagenizing® was patented in 2003.
- Registered trademarks™ of Vitality Concepts International AG in Basel, Switzerland and other countries;
- The technology PREDICTIVE PERMEATION™ behind our new transdermal delivery device COLLAGENIZER Neo® is US FDA cleared as an alternative to injection;
- Clinical trials have shown that up to 90% of the substance brought by Collagenizing® resides at the depth of delivery without migration for over 30 days;
- The substances are medical grade , manufactured in an FDA facility and processed for the internal use;
- PRP technology can be delivered by PREDICTIVE PERMEATION™ as an alternative to micro-needling without needles, local anesthesia and without inflammation and the risk of infection.

SWISS INNOVATION - SWISS QUALITY – SWISS COMPANY – SWISS FOUNDER

We take a great pride in constantly making quality devices that are rigorously tested before distribution. With an FDA and ISO 13485-2016 registered manufacturing facility, our devices and products conform to US and international standards, including CE marking and CSA.



EFFECTINESS
FDA CLEARED
AS AN
ALTERNATIVE
TO INJECTION

Collagenizing® & PREDICTIVE PERMEATION™ effect is U.S FDA cleared, as an alternative to injection, to treat wrinkles on the entire face. You can treat your forehead, crow's feet, cheeks, nasal labial folds, jawline, and even your lips.

NON INVASIVE

The painless non-invasive Collagenizing® procedure instantly rejuvenates our skin—making it look youthful, soft lifted and vibrant with zero downtime .

TRANSDERMAL

There are only two methods to deliver Macro Molecules to the dermis :

- Injection using Needles
- Or **Collagenizing®**

COLLAGENIZING® VS SKIN AGING

The main aging factors are biological, environmental and mechanical.

1)-The biological aging (DNA, genetic, hormonal status) is the result of changes – often genetically determined-that occur naturally within the body. It implies in all circumstances a slower metabolism unable to provide its daily needs including the renewal of the skin's main connective tissue constituents : Collagen, Elastin and Hyaluronate.

2)-The environment (sun damages, pollution, alcohol, tobacco) and more specifically UV damage accounts for 90% of premature skin aging. Photoaging damages collagen, elastin, melanocytes, and the moisture barrier, resulting in wrinkles, sagging, uneven skin tone, dark spots, and rough, dry skin texture.

3)-Mechanical aging is mostly the result of tics, mannerism and bad habits.



Diagram Vitality Concepts International AG©2018.

COLLAGENIZING® :

- Prevents the first signs of dryness and protects from sun damages.
- Restores, nourishes and revitalizes a mid-age skin removing dead skin cells, helping stimulate collagen synthesis and improving penetration of collagen-building peptides and collagen-saving antioxidants.
- Rejuvenates a mature skin to firm it up, lighten it, smooths superficial lines and significantly reduces wrinkles and dark spots.

COLLAGENIZING® VS COMPETITORS

COLLAGENIZING® TECHNOLOGY

Stand alone powered drug delivery system carrying PREDICTIVE PERMEATION™ technology to deliver ionic drug solution into the skin (dermis and epidermis) for aesthetic and medical purposes.

Transdermal delivery of macromolecules (Botulinum toxin type A, hyaluronic acid, amino acids, collagen, vitamins, elastin, PRP and many others).

Revolutionary & Nobel prized technology

COLLAGENIZING® BENEFITS

Skin rejuvenation / PRP / wrinkles treatments / skin whitening / replacing injections & mesotherapy applications

Can be used as an alternative to injections as approved by the FDA.

Non invasive / no trauma / no electrolysis effect (no drug PH modification).

Can replace many other existing treatments and be used as pre laser treatment and post plastic surgery.

KEY COMPETITORS

VERSUS COLLAGENIZING®

ULTHERAPY® Focused Ultrasons

Presumed non invasive & painless
Revives your own collagen and elastin naturally. Lifts and tightens the neck, chin and brown.

BENEFITS: Seniority & Publicity
Used throughout the medical field for more that 50 years over a million treatments worldwide.

IN FACT: Redness / Burn risks / swelling / transient nerve effects. Very uncomfortable, the device is heating and traumatizing the skin to retract its tissues.
Effective only on the oval of the face.

DOWNSIDE: Only for medical use. Invasive and painful treatment limited to tighten the oval of the face. Zero skin improvement (skin tone / quality / pigmentation / elasticity)

MEDICAL LASERS

Fraxel Restore® / Icon Palomar® / Fraxel Repair®

Non ablative laser (except the Fraxel repair™) effective on the quality and elasticity of the skin.
Skin rejuvenation, improvement of scars tissues and pregnancy mask.

BENEFITS: Made to measure treatment with a multiplicity of techniques and applications.
Advanced processing with long term impact.

IN FACT: Ablative procedure / painful / Crowding out period for the patient / Requires several treatments using multiple types of laser to get an overall outcome. Very expensive care.

DOWNSIDE: Only for medical use / Highly invasive / Deeply painful / Expensive cost price for a final poor visual outcome (except for the Fraxel™).

Last step before the real surgical lifting.

COLLAGENIZING® VS COMPETITORS

KEY COMPETITORS

VERSUS COLLAGENIZING®

COOLSCULPTING CRYOLIPOLYSIS®

Controlled cooling to cristalize the fat cells : cold targets fat cells without damaging the skin or surrounding tissues. The body naturally processes the fat and eliminates dead cells.

BENEFITS: Safe / precise / controlled / effective / permanent effect. Seniority & Publicity with more than 5500 clinical trial patients and 5 millions procedures performed worldwide

IN FACT: Limited scope and coverage : elimination of the body and face fat cells only.
Unpleasant sensations , bruises and hematomas.

DOWNSIDE: Only for medical use. Very expensive cost price per treatment. Multiple and various parts of the body must be treated in several sessions to get an overall upside.

RADIO FREQUENCY Thermage® / E-Matrix®

Radiofrequency : heat in the dermis up to 7mm deep to stimulate renewal of collagen. CPF Comfort Plus technology™ & Thermage CPT™.

BENEFITS: Counteracts the loosening of tissues and tightens skins. Strong lift effect.
Highly popular technique that works on all skin types and off the face – Single procedure – Non invasive – no downtime.

IN FACT: Little "no downtime" : 3/6 days. Varied results that appear gradually and depend on the skin's condition. Heat sensation – Redness and swelling after treatment.

DOWNSIDE: Medical use only / Very expensive / No hindsight to be able to draw any conclusions from the side effects of the treatment and its effectiveness.

No tangible results clinically proven.

LPG Endermology®

"Anti-aging fitness" including a palpate and roll technique. Real skin fitness that boosts the natural synthesis of essential rejuvenating substances.

BENEFITS: Natural elimination of he cellulite...temporarily. Non invasive and relaxing treatment.
Seniority/Powerful marketing tool/
Patented technologies / Clinical studies
Millions of treatments performed worldwide every year.

IN FACT: Several treatment needed to get a tangible result.
Regular (means weekly) upkeep to maintain the benefit : the cellulite is mainly a symptom of unhealthy capillaries that can be treated with a simple body or face modelling.

DOWNSIDE: Loosen up the skin / Limited to aesthetic use / Superficial effect / many sessions required / temporary effects and results.

The technology is just a smart device that replaces a qualified hand modelling.

Collagenizing®

A SWISS  INNOVATION

PRESS RELEASE 2018

FACT SHEET Collagenizing® is the sole and exclusive non-invasive treatment able to rejuvenate from the matrix cell our complete skin. It is FDA cleared as the only biophysical alternative to injections in skin rejuvenation. Collagenizing® has been designed to basically enhance the natural characteristics of the individual: this technology is the only one providing a work from the inside - out, like an « extra-cellular matrix » repair system that does not wash off or fade, restoring the beauty from the inside.

Collagenizing® is the method which mitigates, slows down and restores, at each stage of ageing, the natural process of getting older. Because of its ability to provide macro-molecules essential to your skin, Collagenizing® rejuvenates your skin from the inside.

BACKGROUND For thirty years, Heinz GISEL travelled the world with his innovating cutting-edge medical technology and providing doctors with new instruments to treat illness.

Co-Founder and CEO of companies that developed "All Laser Lasik™" technology, Heinz GISEL has also co-founded the first ever Predictive Health Clinic in UAE. Spearheaded first ever Laser Hair Removal and first Laser Lithotripter to non-surgically treat gall and kidney stones (LASAG™). Lifetime Achievement Awardee for Innovations with Global Impact from the Graduate School of Business Administration, Zurich.

Heinz GISEL invested years into cell-resonant nutrition research and aesthetic technology development, to provide individuals with instantly applicable information about their biological age VS chronological age and science – based recommendations on reaching their vanity and goals sustainably in the shortest time possible.

Thus he designed the COLLAGENIZING® methodology, backed by the breathtaking PREDICTIVE PERMEATION™ technology and its medical grade formulas.

Collagenizing®

A SWISS  INNOVATION

TECHNOLOGY COLLAGENIZING® features the proprietary of PREDICTIVE PERMEATION™ which uses the skin's water based intercellular channels (70% of the skin's composition) to promote transdermal delivery .

Our proprietary PREDICTIVE PERMEATION™ technology is using electro- magnetic energy delivered via topical probes. That process virtually guarantees a homogeneous delivery of the skin's main connective tissue constituents: Collagen, Elastin and Hyaluronic to where they are needed: *Face, Neck, Décolleté and any part of the body.*

AT EVERY STAGE OF AGING : Collagenizing® prevents the first signs of dryness and protects from the sun damages. It restores , nourishes and revitalizes a mid-age skin removing dead skin cells, helping stimulate collagen synthesis and improving penetration of collagen – building peptides and collagen – saving antioxidants. Collagenizing® rejuvenates a mature skin to firm it up, lighten it, smooth superficial lines and significantly reduce wrinkles and dark spots.

METHODOLOGY COLLAGENIZING® is a global method including :

- The detection and diagnostic analysis:

ANTERA 3D PRO™, multispectral camera which provides in real-time a complete skin-analysis of the patient, before and after a treatment.

- The appropriate and made-to-measure treatment :

COLLAGENIZER NEO™, fourth generation of our technology developed to ensure a safe, deep and lasting rejuvenation without fading or losing the natural features of a face.

- The home-care to follow-up the treatment

GENEV® Cosmetics advanced skincare specially created to optimize synergistically the effects between treatment sessions, to maintain at home for a best and long term result. Those highly concentrated formulas are medical grade, backed by science and manufactured in a FDA approved process for the internal use.

"We are always the same age inside".

"Of all Gertrude STEIN's quotable remarks, this one resonates with me the most. My interior age has, for longer than I can remember, hovered around 30. On the outside, however, I recently turned 50, a number that still surprises me when I say it aloud.

Similarly, when I catch an unexpected glimpse of my face, for a few unreal seconds, I often do not recognize myself – a jarring sensation the French call a COUP DE VIEUX.

Gravity finds us all, no matter how many green drinks you tip back or how diligently you hit the gym. My face has sunken in places and dropped in others. One of the many consequences of what I'll call middle-age resting face is that I'll look irritated when I'm in a perfectly sunny mood. Research has found that older faces are often rated as appearing more negative, presumably because of age-related changes (...)

Yet I have long resisted tampering with my face. As a journalist who has interviewed celebrities for a quarter century, I have witnessed, up close, some truly abyssal work: immobile, glassine foreheads; chipmunk cheeks tumescent with filler; lips plumped like inner tube. I am likewise disturbed by the needlessly overfilled faces of very young Insta stars, whose images are quickly turning into the new beauty standard (...).

But I must admit I'm intrigued by modern methods of facial rejuvenation. We've come a long way from the scarily tight "cut and pull" days (the popularity of face-lifts has been on the decline for the past decade, according to the ASAPS). This multipronged approach is gradual, gentle, tailored to each patient, and requires little if any downtime.

The goal: not to obliterate your facial expressions, but subtly introduce tweaks that banish redness, spots, and lines.

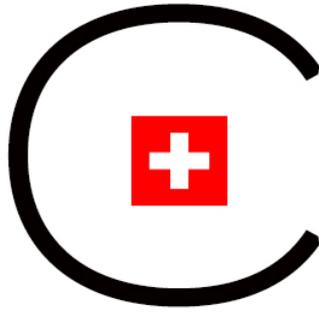
In 2017, it's not about looking decades younger, or visibly "done". I have no desire to look like a 22-year-old or at least a simulacrum of one – but the idea of being the best possible version of a 50 is a heady one"

Jancee DUNN, Author, Writer & Journalist

"Are Microtreatments the new facelifts"

VOGUE US

January 11, 2017.



The Biophysical alternative to pain and needles
in skin rejuvenation.

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