

VITAL ASSIST[®]

S K I N C A R E

The Proliferative Skincare Company™

**Tomorrow's Technology
Delivering Results Today**

OUR PHILOSOPHY

Vital Assist, Inc.® focuses on innovative, **multi-functional**, **proliferative** skin-care products, and utilizes the latest patent-pending technologies to treat aging skin.

STIMULYSIN® LIFTS are the future of skin care.

The **Vital Assist®** skin-care program is **simple** and achieves results!

OUR PHILOSOPHY

VA products were formulated to be sold in the United States.

Why is this important?

Global formulations hinder the performance of products.

There are rules as to what types of ingredients can and cannot be used.

VA has every known active ingredient at its disposal, which is one of its best kept secrets.

Our Mission

Our mission is to partner with our associates in providing superior products, along with education and solutions, that exceed the current limits of conventional anti-aging skin care therapies.

About Vital Assist®

Vital Assist, Inc.® has partnered with Owen Biosciences, Inc.

OBI is known for producing top notch

proliferative skincare products for over 25 years,

and more recently began producing bioactive raw materials.

OBI gave VA exclusive rights to Interval Treatment Technology®,

the technology that launched Stimulysin® pro lifts.

This is the future of skincare now!

Vital Assist® Products

The release of the Vital Assist® products is based on proliferative treatments directed at maximizing skin cell turnover rates to youthful levels.

This allows for controlled release of targeted bioactive ingredients over time allowing maximum stimulation with **minimal chance of irritation.**

Why Vital Assist®?

- VA integrates cutting edge technology backed by science. Proprietary technology and ingredients combined **exclusively** for Vital Assist®, truly innovative and cutting edge.
- VA is owned by the manufacturer which means no third party manufacturing. This ensures that all products are made with the finest ingredients and you can trust that all actives are correct in formulations.
- Little to no down time - professional results without the peel through non-invasive procedures.
- Products are multi-functional which allows for only essential products; keeping skincare simple (few SKUs).
- Total age management- face, neck, décollete, and hands.

Vital Assist® Products

Vital Assist® has three levels in its program

- 1. Stimulysin® Rx lifts-** single treatment administered by a professional;
has highest level of actives
- 2. Stimulysin® Pro lifts-** professional strength applied at home;
2nd highest level of actives so it can be applied multiple times over a period of time
- 3. Daily products-** have packages to repair, protect, and maintain;
they are all multifunctional, meaning they treat numerous skin conditions. This allows the daily regimen to be condensed to 5 core products.

VITAL ASSIST® Skincare Performance Features:

Vital Assist® products' include the following:

- Chemical free/physical block sunscreen (i.e., ZnO/ TiO₂)
- Ingredients that function as anti-oxidants
- Ingredients that stimulate enzyme production to fight free radical damage
- Proprietary **slow release retinoids (Vitamin A)**
- **Phospholipid Growth Factors** at bioactive levels
- Proprietary **slow release Ascorbyl Esters (Vitamin C)**
- **Lipo-oligopeptide complexes** that stimulate production of growth factors
- High concentrations of **Lipopeptides** and Beta-d glucans to stimulate an immune response
- Unique **probiotic complex** to up-regulate defensins for anti-microbial and anti-inflammatory action
- Slow released AHAs

BOLD ingredients were developed and are manufactured by OBI

The Truth about Aging

Aging cannot be stopped or reversed.

Anti-Aging

Maintaining that youthful appearance.

The key is collagen!

Collagen is the support structure that gives our skin a firm, youthful appearance. Levels remain plentiful at a younger age. As we age, levels decline, we lose support, and wrinkles begin to form.

Collagen is the fundamental building block for a more youthful appearance.

Anti-Aging Ingredients that work!

There is much debate and some misconceptions on what is effective, but the truth is there are only a few ingredients that really WORK!

- Vitamin A
- Vitamin C
- AHA (Alpha Hydroxy Acid)
 - Phospholipids

The unique combination of these lipid- and water-soluble ingredients in a single treatment is the key to VA success.

STIMULYSIN® for all skin concerns

Skin smart VITAL ingredients ASSIST in transforming aging and environmentally damaged skin. The results are a smoother, firmer more youthful skin appearance. STIMULYSIN® treats all skin concerns and is suitable for all skin types:

Aging-advanced signs

Combination

Oily

Sensitive

Aging-preventative

Dry

Rosacea prone

Sun damage

STIMULYSIN® Lifts

Two Types of STIMULYSIN® Lifts:

1. **Pro A Lift** - a neutral pH, slow release Retinoid, Vitamin C activated treatment
2. **Pro C Lift** - a low pH, high Ascorbyl Ester, AHA activated treatment

Slow release Vitamin A lift is designed to treat anti-aging concerns with focus on reduction of fine lines and wrinkles. Contains a proprietary Retinoid Phospholipid Growth Factor complex at bioactive levels. At home treatment, once a week for 4 weeks.

High Powered Vitamin C lift is designed to treat anti-aging concerns with the primary focus on environmentally damaged skin. Contains a proprietary Ascorbyl Ester Phospholipid Growth Factor complex at bioactive levels. At home treatment, once a week for 4 weeks.

All of the benefits without the peel

Stimulysin® Lifts

The missing link.

What makes these formulations different?

- **Interval Treatment Technology®** is an intense bioactive workout for the skin that utilizes action periods and rest periods at one week intervals to allow maximum renewal, differentiation and repair. It uses a dual-system approach. Meaning, it has all the oil-soluble actives on one side and all the water-soluble actives on the other. This allows the highest levels of actives to be used.
- **SERT: Selective Enzyme Release Technology®** is the release of targeted bioactive ingredients over time, allowing maximum stimulation with **minimal chance of irritation**. The molecules are delivered in an inactive form, which slowly releases into the skin, then activates once absorbed.
- The Lifts use an anhydrous formulation which protects vitamins A and C from oxidizing. This ensures that the product maintains its activity over its life span and does not degrade over time.
- No surfactants - why is this important? This eliminates the possibility of irritation. The more actives in a formulation, the more surfactants and emulsifiers are needed. These types of ingredients are more susceptible to causing irritation.
- Ingredient combination - VA's lifts combine multiple actives to treat all aging concerns.
- **GF Crosstalk Technology™** stimulates interaction between the epidermis and dermis via bioactive ingredients to increase the proliferation process, but not the inflammatory response, to mimic the actions of more youthful skin.

STIMULYSIN® Results

- Improves skins firmness and elasticity
- Eliminates appearance of fine lines and wrinkles
 - Evens skin tone
 - Produces smoother skin
- Improves appearance of environmentally damaged skin
 - Brightens skin to a youthful glow
 - Diminishes appearance of age spots
 - Revitalizes and re-energizes skin

Vitamin A

Glycerol Diresinoate

Why is GDR superior to other vitamin A ingredients?

- minimal to no irritation
- GDR is protected and does not degrade over time
- utilizes **SERT: Selective Enzyme Release Technology®**
- proprietary to VA

Vitamin C

Ascorbyl Linoleate

Why is AL unique?

- minimal to no irritation
- lipid soluble
- AL is protected and does not degrade over time
- utilizes **SERT: Selective Enzyme Release Technology®**
- proprietary to VA

AHA

Alpha Hydroxy Acid (AHA)

- pH directly affects the activity of the system.
 - VA AHA products have a pH of 3.0

Phospholipids

- One of the key features of the **Vital Assist®** line is its proprietary phospholipid complex. This unique complex replicates the results obtained from a mechanical professional treatment, but without the wound and downtime.
- A mechanical treatment, like derma-rolling or laser, works by triggering a response in the dermis that a wound has occurred. The reaction of the skin is to release a natural repair complex that results in the production of new collagen and elastin. The VA phospholipid complex triggers the same response but without the wound. This is a new method in treating aging skin.

Stimulysin® A Lift

Rx A Lift

- **Lift (step 1)**
 - .60% GDR (Glycerol Diretinoate)
 - 2.5% LPA
- **Booster (step 2)**
 - 10% Sodium Ascorbyl Phosphate
 - 2.0% Sodium Hyaluronate

Pro A Lift

- **Lift (step 1)**
 - .40% GDR
 - .75% LPA
- **Booster (step 2)**
 - 7.5% Sodium Ascorbyl Phosphate
 - 2.0% Sodium Hyaluronate

Stimulysin® C Lift

Rx C Lift

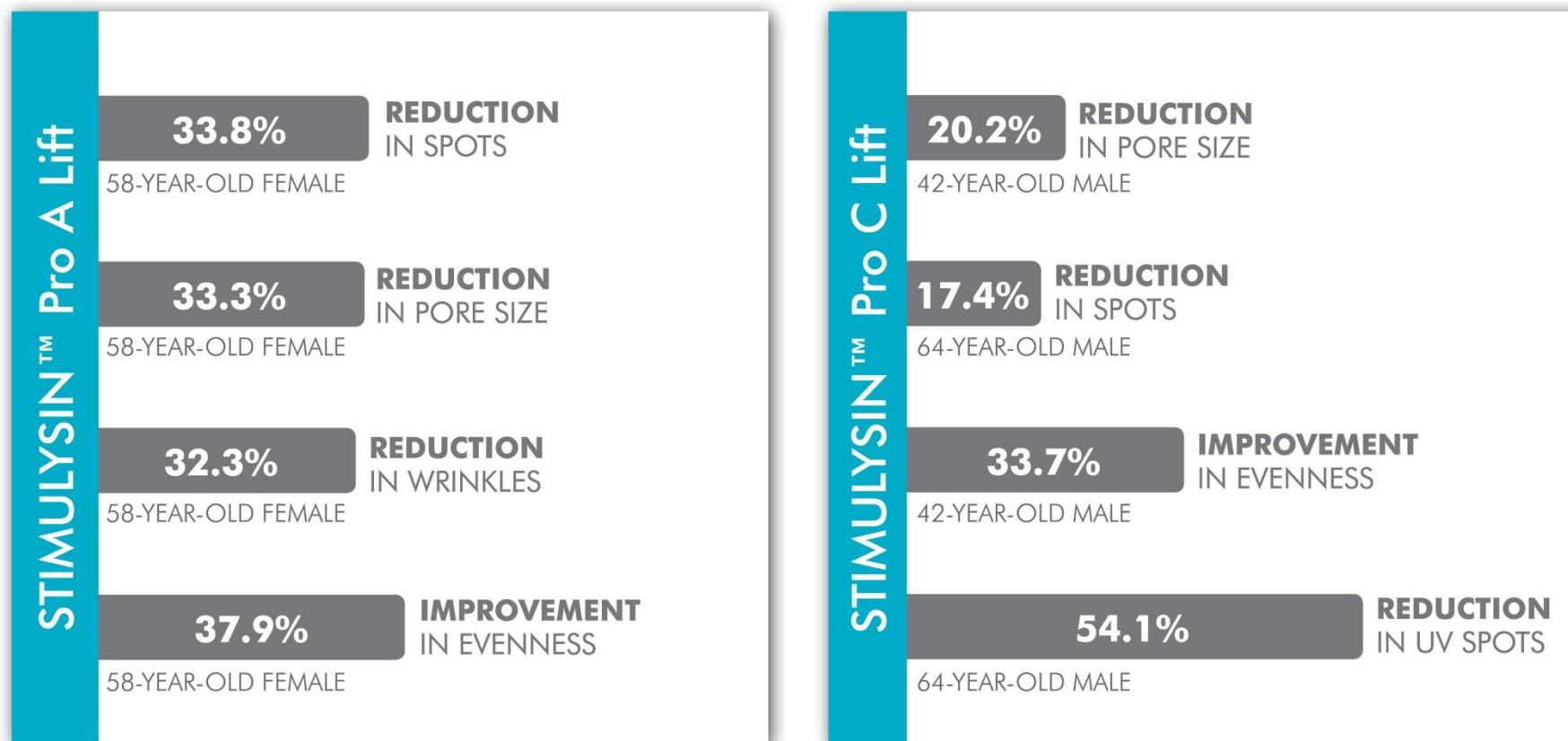
- **Lift (step 1)**
 - 30% Ascorbic Acid
 - 10% Ascorbic Linoleate
 - 1.5% LPA
- **Booster (step 2)**
 - 15% Lactic Acid

Pro C Lift

- **Lift (step 1)**
 - 20% Ascorbic Acid
 - 10% Ascorbic Linoleate
 - .75% LPA
- **Booster (step 2)**
 - 10% Lactic Acid

Clinical Results - Graph

REAL results in just 2 weeks using **STIMULYSIN™**



Clinical results obtained using Canfield VISIA Analysis.

Daily Skincare System

The daily skincare system consists of a selective group of highly effective products that assist in the repair of DNA damage, boost collagen production, inhibit pigmentation and provide daily antioxidants for the renewal and repair process of the skin. These multi-functional products work synergistically with **Interval Treatment Technology**® to maximize the differentiation process while minimizing irritation potential.



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