

a multipotent infusion of longevity



# DermalRx® LuShield™



protection and rejuvenation of the extracellular matrix (ECM)

a proprietary extract of the fragrant flowering *Osmanthus fragrans* shrub

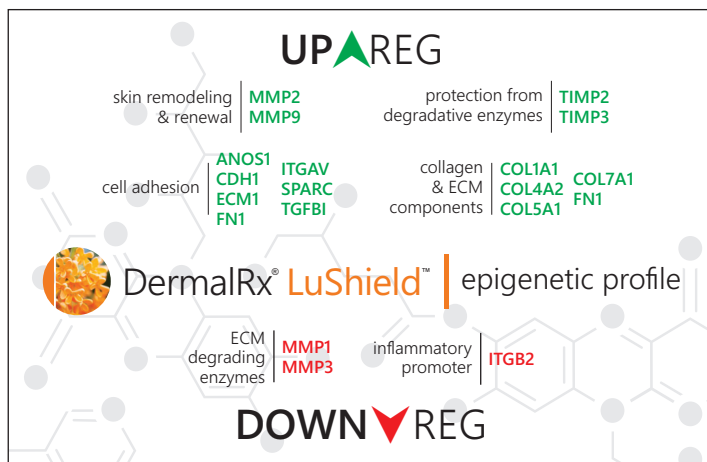
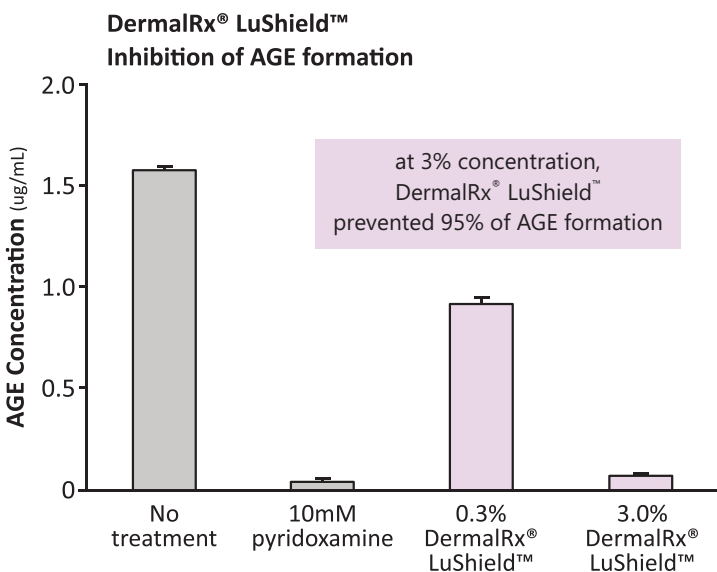
DermalRx® LuShield™ is a multipotent infusion of longevity with potent anti-aging power. A proprietary extract of the fragrant flowering *Osmanthus fragrans* shrub, DermalRx LuShield is a naturally-derived, rejuvenating active with maximal bioactivity and bioavailability for flawless skin care. The age defying effects of DermalRx LuShield are biologically multifaceted with a focus on the protection and rejuvenation of the extracellular matrix (ECM), the structural foundation of the skin that is vital for youthful complexion.

The skin's ability to maintain healthy collagen levels in the ECM reduces with age, resulting in thinner, weaker skin with fine lines and wrinkles. Namely, collagen is negatively impacted by the formation of advanced glycation end products (AGEs), sugary chemical crosslinks that lead to a weakened ECM and an aged appearance of the skin. DermalRx LuShield has the unique, potent ability to prevent formation of these harmful AGEs, along with AGE-associated cellular damage and decline. At the same time, DermalRx LuShield boosts expression of four types of collagen along with other important ECM factors to restore a smooth, youthful radiance to the skin.

## Applications

- Anti-aging regimes targeting oxidative and glycation-induced damage (caused by pollution, UV radiation, etc.)
- Longevity boosting skin care formulas for mature consumers
- Topical products for diabetic skin and/or for consumers with dietary-related disorders (high circulating glucose levels)
- Day creams and pre- and post- sun care formulas.
- Soothing and calming for sensitive skin

**DermalRx® LuShield™**  
 Product ID – R10056  
 Suggested Use Level – 1%-3%  
 Water (and) Osmanthus Fragrans Flower Extract (and) Propanediol (and) Glycerin



Gene expression profiling demonstrates the strengthening, rejuvenating benefits of DermalRx® LuShield™.

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