

Gesturecare. Shape up your natural beauty.

BARCELONA, October 2018 - Gyms and personal trainers specialized in facial exercises are becoming more common today and many celebrities are great defenders of this new movement. Those who practice it ensure that a healthier complexion and beautiful glow can be achieved in just a few short days and that in a matter of few months the results become incredible.

Science has shown interest in this growing trend too. At the beginning of 2018 the Northwestern University Feinberg School of Medicine published the first scientific study that tested the premise of facial exercise improving appearance, with positive results. "*Individuals now have a low-cost, non-toxic way for looking younger or to augment other cosmetic or anti-ageing treatments they may be seeking*" lead author Dr. Murad Alam, Vice Chair and Professor of Dermatology at the university said.

The study reported that daily facial exercises resulted in reduced age-appearance by three years in middle-age women with plumper upper and lower cheeks. Invasive and expensive treatments can be avoided by dedicating only a few minutes a day to this gymnastic. In addition, it can turn beauty routine into a fun activity and the younger users can share it with friends on social media.

Under the name of *Gesturecare*, we propose a selection of five of our more innovative ingredients that included in skin care formulations can complement the facial exercises for even more impressive results.

As the facial gym does, the chosen products help reduce the fine lines and the tension of our face highlighting our natural beauty. These are the selected active ingredients:

Don't want wrinkles to harden your facial appearance? Exercise the muscles of your forehead and eyes every day to recover the elasticity and reduce horizontal lines.

Alternative to Botulinum Toxin, **ARGIRELINE® peptide** topically targets the same expression wrinkle- formation mechanism in a very different way. With visible results in just 1 week, it helps remove deep lines and wrinkles on the forehead and around the eyes.

Your eyes reflect the tiredness of modern life? Do some exercises to remove toxins and increase blood flow and oxygen in the eye area and you will reduce drooping eyelids, eye bags and puffiness.

By minimizing tissue deterioration, fluid buildup and excess fat under the eyes, **EYESERYL® peptide** helps improve the appearance of the eye contour by reducing the presence of under-eye puffiness and dark circles.

Do the lipstick lines make you feel old? Strengthen and tone the muscles around the mouth area to recover young lips.

SEACODE™ marine ingredient helps reduce facial wrinkles associated with the aging process by increasing type I collagen. In just 1 week it minimizes the appearance of lipstick lines, rejuvenating facial look.

Does gravity play a dirty trick on your face? Defy this constant force and avoid cheek lines and sagging skin through cheek and chin toning.

By enhancing the proper assembly of elastin and increasing the gene expression of several types of collagen, other proteins (talin, zyxin) and integrins, **UPLEVITY™ peptide** provides a lifting and reshaping effect of the face contour.

Tired of covering and hiding your neck? Release tension, tone and lift the neck area to make the lines and loose skin disappear and achieve a firmer complexion.

Shiitake mushroom-based extract with potential activity in increasing type I collagen and PLOD1 levels as well as in reducing carbamylation of such protein, **ACTIFCOL™ advanced botanical ingredient** helps improve appearance of face, neck and décolleté.

Get a bright and toned complexion by combining facial exercises with skin care and don't lose the smile.