

ACE. derma Myth or fact

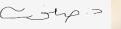
CREATIVITY 1NNOVATION

ACE

- magnificent
- wonderful
- Excellent
- Marvellous
- fantastic
- awesome

Medical case over view

- Acne is one of the serious dermal cases that challenges modern medicine and doctors.
- As there is no real cure until now (Only controlling).
- Very long time of treatment that may extend to months and years.
- Success not exceed 70% after long time therapy in addition to side effects.
- Very high rate of recurrence.
- Expensive treatments.
- Many theories for it's etiology but non is certain.
- medical, psychological and financial negative drawbacks



Treatment overview:

- Treatment is included into 3 main categories:
- Oral isotretinoin Topical retinoic acid Antibiotics.
- Products are varying between:
- Lotions Creams Cleansers.

innisfree

ACE. derma

the unexpected balance



ACE.derma:

• It is the combination of two great incompatible substances that are very well known in the history of dermatological medicine.

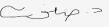
 these tow substances are the Bee Honey and the Aloe Barbadensis Miller.

 As in specific modification and concentration of each, they become compatible and give the mythic effect in different dermatological cases such as; Acne, Psoriasis, Derma pores, Burns, Dry exhausted skin, Seborrheic dermatitisand more.



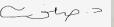
Ace Barbadensis Mller

- A. Barbadensis Miller has been used for medicinal purposes in several cultures for millennia: Greece, Egypt, India, Mexico, Japan and China.
- Egyptian queens Nefertiti and Cleopatra used it as part of their regular beauty regimes.
- Alexander the Great, and Christopher Columbus used it to treat soldiers' wounds.
- The first reference to A. Barbadensis Miller in English was a translation by John Goodyew in A.D. 1655 of Dioscorides' Medical treatise De Materia Medica.
- By the early 1800s, A. Barbadensis Miller was in use as a laxative in the United States.
- In the mid-1930s, a turning point occurred when it was successfully used to treat chronic and severe radiation dermatitis.



Mechanisms of action:

Healing properties Strong antioxidant action significantly increases collagen synthesis have a protective effect against radiation damage to the skin. prevents UV-induced suppression anti-inflammatory action **Antiviral and antitumor activity** Moisturizing and anti-aging effect acts as an astringent to tighten pores



Bee Honey:

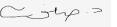
- Honey has been used for thousands of years as Ayurveda medicine and culinary stuffs. Now modern science has proved that honey has really significant properties, such as anti-inflammatory, antibacterial and antiseptic properties.
- Most often, acne is caused by infection by staphylococcus bacteria. They infect the hair follicles and sebaceous glands and stimulate the sebaceous glands to produce more sebum. When excessive sebum is produced, it clogs the hair follicles and makes a mixture with sloughing off cells and other particles.

Mechanism of action:

- Osmotic effect:
- Bacteria requires efficient amount of water to grow and reproduce. Honey consists of long chains of carbohydrates and most of the water molecules are bound to them, there is no enough water for bacteria to grow.
- Hydrogen peroxide:

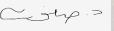
Hydrogen peroxide is a potent antiseptic. When honey is applied over the wound and diluted, it produces hydrogen peroxide.

- Accelerate healing process.
- Powerful anti-inflammatory action.



In few days the myth become fact

• The use of Bee honey + A. Barbadensis Miller Provides the perfect control for almost all types of acne in few days with success rate exceeds 90% in most of cases, resulting in beautiful shining baby soft skin.





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