

BENEFITS

- Visibly reduces expression lines and wrinkles rapidly
- Restricts the formation of skin and age/sun spots
- Delivers a more toned and compact skin texture
- Smoothes and brightens the skin
- Controls photo ageing effectively

THE FUTURE IS OPEN

An opening towards a scientific and technological future, a knowledge of mobile barriers, an infinite evolution towards new possibilities. The scientific rigour and technological pragmatism.

Intellectual assets acquired from the moment in which a concrete idea becomes tangible and then subjected to testing and experimentation.

All of these factors describe the philosophy that provides the base concept of General Topics' mission.

This is an innovative and dynamic environment where the company, along with its research laboratories, operates.

In General Topics' Thinking House we believe in an "open future", producing science, extrapolating potential and creating ideas and products dedicated to our customers.



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SYNCHROVIT

VITAMIN C on the EDGE

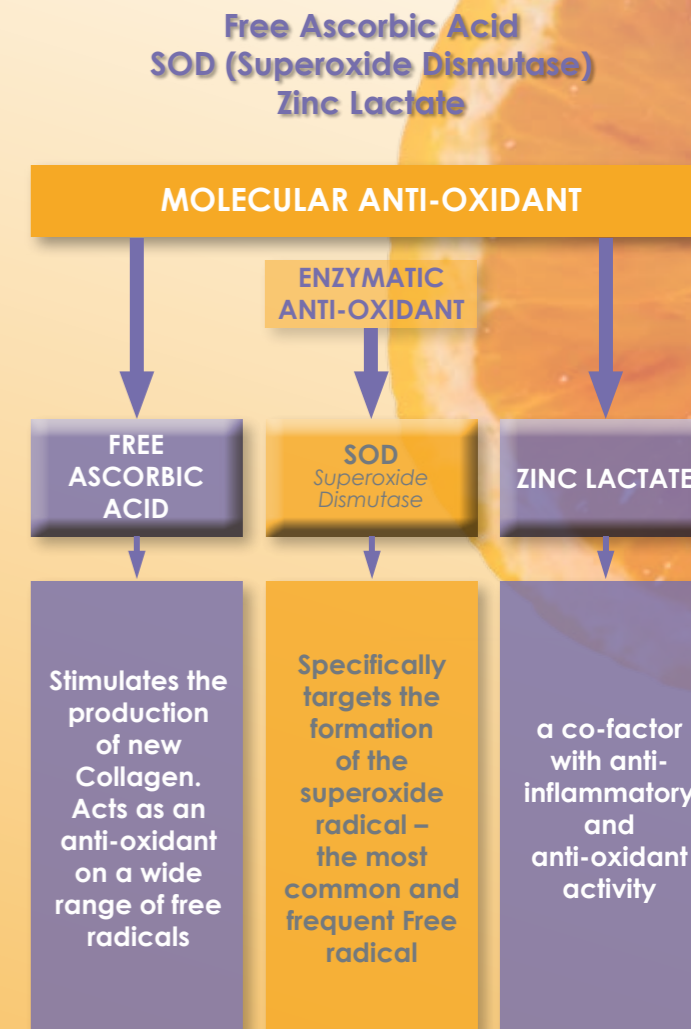
Revolutionary liposomal anti-ageing serum based on the enzymatic action of SOD and the molecular activity of Ascorbic acid combined with Zinc



SYNCHROLINE
Scientifically Proven Skin Solutions

THE INNOVATIVE APPROACH TO FREE RADICAL STRESS BASED ON THE **SYNCHRONISED ANTI-FREE RADICAL AND ANTI-OXIDANT ACTION AT THE ENZYMATIC AND MOLECULAR LEVEL**

The combined anti-free radical action at the enzymatic and on molecular level (non enzymatic) allows to achieve a more targeted and complete action in counteracting the damage caused by the free radicals at the cellular level (membrane, cytoplasm, etc.) and on the key molecular structures (DNA, Collagen, elastic fibres, Hyaluronic Acid, etc.)



Free radicals are highly reactive molecules that accelerate cellular aging and also therefore organs and tissues.

There is a delicate balance in the skin and the whole body between the production and "break down" of free radicals. While they are active they lead to an acceleration of the ageing process.

When the quantity of free radicals is high, our anti-oxidant system is not able to neutralise them efficiently and therefore the free radicals attach to cells, causing damage through a process known as oxidative stress. The source of these is both exogenous (external) and endogenous (internal).

Exogenous causes include physical agents such as ultraviolet radiation, tobacco smoke, environmental pollution, poor nutrition and exposure to numerous chemical agents.

Endogenous causes include various types of psychophysical stress.

Anti-oxidants are agents that are able to neutralise the damaging action of these free radicals.

SCIENTIFIC CHARACTERISTICS

SYNCHROVIT C is our solution to the control of chrono (time) and photo (sun) ageing of the skin caused by the action of free radicals at the cellular level within the dermis.

SYNCHROVIT C is an innovative combination of enzymes which act as powerful anti-oxidants (superoxide dismutase) and non-enzyme molecules (Ascorbic Acid and Zinc) which act as free radical scavengers on reducing the formation of free radicals.

SOD

Superoxide dismutase (SOD) is an enzyme with anti-oxidant activity that acts on superoxide radical, the most common and hence most damaging free radicals. SOD maintains its activity over time and is not deactivated easily, reacting continuously with many free radicals.

VITAMINA C

Vitamin C also has outstanding anti-oxidant and anti-free radical properties, and has long been known to be one of the most efficient agents against skin ageing, due to its specific impact on the superoxide free radical and also its' ability to maintain collagens structure and form.

This synchronised non enzyme and enzymatic action has been proven successful in reducing and repairing the damage caused by free radicals.

ZINCO

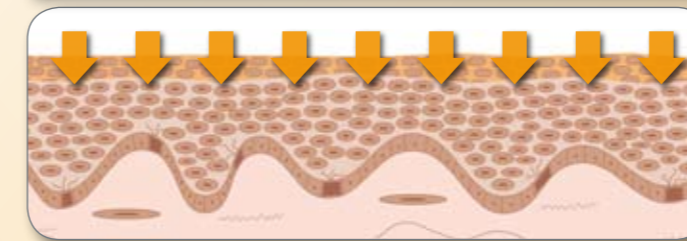
Zinc is a natural element that acts as a cofactor (assists) in a number of metabolic processes (it is a constituent part of a variety of enzymes, including SOD) and has superb anti-oxidant properties. It plays a role in the protection and function of cellular membranes thereby inhibiting the formation of free radicals.

Clients with significant chrono and photo ageing often have altered levels of Zinc, therefore supplementation via a topical route may be useful for restoring levels of this element.

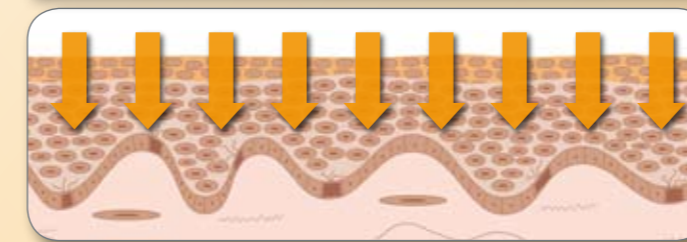
TECHNOLOGICAL CHARACTERISTICS

The special created liposomal emulsion increases the bioavailability of the active ingredients in the skin increasing the activity at the desired level and delivers approximately double the concentration of Ascorbic acid compared to a normal solution.

ABSORPTION OF A NORMAL EMULSION



ABSORPTION OF THE LIPOSOMAL SERUM



The special bottle has been selected to optimise the activity of vitamin C. This vitamin is known to be the least stable of all vitamins, and is very sensitive to light, warmth and air. The concentrated serum containing the enzyme and zinc is contained in the bottle. The Vitamin C is held in powder form in a capsule in the neck of the bottle and is released and then mixed with the solution before first application, so as to preserve its' efficacy. The solution is then stored in the fridge and remains active for at least 10 days.



PROTOCOLS FOR USE

For an optimal result we recommend to continue the treatment for at least 6 months

Classification	Age	Characteristics of the skin	Protocol
Light ageing	28 - 35	light variations in pigmentation, absence of keratosis, minimal wrinkles	Alternate days, preferably in the evening
Moderate ageing	35 - 50	first visible signs of pigmentation, traces of keratosis, appearance of small wrinkles around the lips	Alternate days, morning and evening
Advanced-severe ageing	50 - 75	Dyschromias a/o grey skin colour, visible capillaries (telangiectasia), visible keratosis, diffused wrinkles	Every day, morning and evening

INHIBITION OF OXIDATIVE STRESS

