

New DNA-based skin rejuvenation treatment repairs sun-damaged skin

SilDerm Group, the UK's leading cosmeceutical company, have just launched SilDerm™-Celfix™, a range of new DNA based skin treatments that use natural enzymes to repair the fine lines, wrinkles and age spots caused by the damaging effects of the sun.



In the past it was considered not only fashionable but positively good for us to lie in the sun baking for hours just to get a tan. Now we know that it the absolute opposite and too much exposure to the sun is not only harmful but also accelerates the ageing process.

As we get older our skin changes dramatically, losing elasticity and developing wrinkles and colour spots, but too much exposure to the UV radiation from the sun damages the DNA of the skin cells which accelerates the process. As the skin cells divide to form new skin, the damaged DNA is passed on to the next generation of cells and the ageing effect continues.

Cosmetics companies have spent years developing products to counteract the damage caused by too much sun. But these products are not designed to repair the damaged skin, they can only hide the effects either by masking with fillers and coloured pigments or temporarily expanding the cells by hydration with moisturisers.

Celfix works in an entirely new way. It contains natural enzymes which get to the cause of the problem. They actually repair the damaged DNA, so the skin cells repair themselves and become rejuvenated and more like cells in younger skin. When these new cells divide, they then pass on the repaired DNA to the new cells so the effects of Celfix are long lasting. As the old skin cells are replaced by the new rejuvenated cells, the skin takes on the appearance of younger skin with fewer fine lines and wrinkles and the sun spots fade.

Because they rely on the body repairing itself, the effects are not instantaneous. However the first beneficial effects of Celfix can be seen after just a couple of weeks as the old skin cells are replaced by the new but Celfix it can take up to 12 weeks to attain the 70% improvement achieved in the trials

There are three different products in the Silderm-Celfix range of skin treatments:



Celfix DNA Youth Recovery Facial Serum improves the appearance of fine lines, wrinkles and age spots and contains 3 natural DNA Repair Enzymes that attack DNA damage caused by UV rays.



Celfix DNA Ceramide Renewal Nourishing Cream is a moisturizing supplement which also functions as a protective shield, strengthening the skin's barrier from the environment. It contains one DNA Repair Enzyme that attacks DNA damage caused by UV rays, but it also moisturizes, soothes and protects the skin.



CELFIX DNA iQuad Infusion Total Eye Complex is specially formulated to bring the benefits of DNA repair technology to the thin skin around the delicate eye area. It contains 4 ingredients which regulate cell activity to maintain the skin's youthful appearance and eliminates blood-originated pigments, which is responsible for under-eye dark circles.

Although we still have a long way to go before somebody discovers the elixir that can rejuvenate our skins cells to make a 50 year old look like a 20 year old, repairing damaged skin with products containing natural enzymes rather than just hiding it with manufactured cosmetics is definitely a step in the right direction.

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Date 7th March 2012

Editor's Notes

Hi res images are available on request from media contact

More about SilDerm Group

The SilDerm Group has a strong pharmaceutical background and the company's aim is to establish a major worldwide healthcare brand with products developed to create Beauty Through Science. The development of all SilDerm's products is based on sound scientific and medical research and all products have proven effectiveness. Developed in leading University research centres in the USA, SilDerm's product range includes:

Silderm™ Stretch Mark Prevention and Repair

Silderm™-Lumixyl™ Skin Brightening Treatment

Silderm™-Celfix™ Anti-Ageing Treatment

SilkPeel Dermalinfusion System

Further products and treatments are scheduled for launch during 2012.

Since it's formation in 2009, SilDerm Limited has gone from strength to strength. In addition to working directly with the professional beauty trade, the company currently has UK partnerships with Urban Retreats in Harrods in London and Harvey Nicholls in Manchester. International expansion began in late 2011 with a distribution agreement in Japan, and new territories within Europe and the Middle East are

scheduled to come on stream in mid-2012 as part of their controlled organic growth strategy.

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