

# NIMUE MEDICAL AESTHETICS MD RANGE

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MD



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SKIN TECHNOLOGY  
LABORATORIES

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# 01 INTRODUCTION

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## RATIONALE BEHIND THE MD RANGE

In the medical aesthetics landscape, aesthetic procedures overlap between beauty (cosmetics) and cosmetic surgery.

In a survey conducted by Datamonitor, when asked if they would ever consider undergoing cosmetic surgery procedures to enhance their appearance, 50% of women responded “no, never”, 18% responded “yes” and 32% said they would prefer to try non-invasive treatments first.

### **The latest consumer trends support the survey’s results:**

- Consumers generally prefer not to go “under the knife” to improve their appearance.
- Pharmaceutically and clinically inspired non-invasive treatments will continue to engage consumers, particularly women.
- Medical-grade cosmetics (dermacosmeceuticals) containing active ingredients that are clinically proven to work in the skin, are in demand.
- Health and wellness megatrends exert a greater influence on consumers and there is a global shift of skincare brands adopting more medicinal positioning.

However, there is a growing need to offer products and related services to support both invasive and non-invasive treatments as well as plastic surgery procedures.

The Nimue MD Range was designed to provide powerful and results-oriented, safe, tested and quality topical products to support and enhance the outcomes of an extensive range of medical aesthetic procedures. The latest technologies and proven active ingredients are incorporated into the range.


## NIMUE MD - A SKIN REHABILITATION RANGE


An innovative first from Nimue Laboratories, MD is a skin rehabilitation range for topical treatment to support medical aesthetics and plastic surgery procedures. The range may be administered by physicians, plastic surgeons and medically trained skincare or aesthetic therapists.

**This compact and integrative range of topical products may be used in medical aesthetic procedures with the aim of:**


- **H**ealing acceleration
- **I**nflammation control
- **D**owntime reduced
- **E**nhanced outcomes and results

The Nimue MD Range is based on research with select new ingredients incorporated in scientifically based formulations to obtain the best products for the best results. Advanced compounds and new technological solutions are utilised to achieve the highest performance, ensuring the best stability and bioavailability.

 **All of the products are dermatologist approved, developed and tested by a medical doctor and plastic surgeon.**

 **They do not contain:**

- Cortisone
- Hydroquinone
- Fragrance
- Petrolatum
- Mineral Oil and Lanolin

 **They are:**

- Preservative-free
- Vegan based

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## TARGET MARKET

- Dermatologists
- Aesthetic doctors
- Physicians
- Plastic surgeons
- Medical aesthetic clinics/salons
- Wound care specialists/nurses
- Doctors (GP)
- High-end salons with an in-house doctor
- Medically trained skincare therapists

# 02 THE MEDICAL AESTHETIC LANDSCAPE

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The medical aesthetic landscape is constantly evolving, partly due to high patient demand as well as the advancements of the treatments and procedures performed in the medical aesthetic arena.

There are various medical decelerators of ageing or medical interventions to decelerate the ageing process.

**These include:**

- Non-surgical Procedures
  - Plastic Surgery Applications
  - Reconstructive Surgery Applications
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## MEDICAL AESTHETICS PRACTICES

This industry performs “non-surgical” procedures, otherwise known as “non-invasive” or “less-invasive” treatments. Unlike “invasive” surgical treatments, these procedures do not involve the skin being cut or instruments being inserted into the body.

**These include the following:**

- **Neuromodulation**
  - Botulinum Toxin
- **Volumisation**
  - Fillers
    - Hyaluronic acid
    - Calcium hydroxyapatite
    - Poly-L-lactic acid
    - Filler augmentation of the lips, chin, nose
    - Permanent soft tissue filler
    - Fat grafting

- **Non-invasive Repositioning**

- Radio frequency based treatment modalities
- Thread lifts

- **Biomodulation**

- PRP (platelet-rich plasma)
- PRPM (platelet-rich plasma + mesotherapy)
- Mesotherapy
- Stem cells and stromal vascular fraction (SVF)
- Various other biologicals

- **Resurfacing / Collagen Induction**

- Lasers
- IPL
- Non-invasive RF (radio frequency)
- Chemical peels (medium and deep peels)
- Microneedling

- **Vein Treatments**

- Sclerotherapy
- Laser
- Vein ligation and stripping

- **Advanced Body Aesthetic Treatments**

- Carboxytherapy
- Cryolipolysis

- **Combination Therapies**

- Microneedling with growth factors
- Botulinum toxin with fillers
- Radio frequency with microneedling
- HIFEM and Radio frequency (e.g. but not limited to: Exilis, Emsculpt)

## PLASTIC SURGERY APPLICATIONS

These are “invasive” procedures performed in a medical environment and does involve the skin being cut or instruments being inserted into the body.

### These may include the following:

FACE AND HEAD PROCEDURES	BODY LIFTING AND TIGHTENING PROCEDURES	BREAST PROCEDURES	RECONSTRUCTIVE SURGERY PROCEDURES
Fat transfer	Body lifting and tightening procedures	Breast reduction	Necrosis
Facial implants	Abdominoplasty	Breast augmentation	Microsurgery
Face lift procedures	Liposuction	Male breast reduction	Burns and scarring
Blepharoplasty	Fat transfer	Revision of breast surgery	Breast reconstruction
Facial liposuction			Hand surgery
Rhinoplasty			Trauma
Otoplasty			Malignancy
Laser resurfacing			
Hair transplants			

Accompanying these various medical decelerators of ageing, there would typically be the wound healing process and general associated skin traumas that need to be taken into consideration.

# 03 MD RANGE CONCEPT

To complement the work done in various medical practices, the MD Range took the 4 phases of wound healing into consideration. Wound healing, as a normal biological process in the human body, is achieved through 4 precisely and highly programmed phases. For a wound to heal successfully, all 4 phases must occur in the proper sequence and time frame.

## The phases of wound healing:

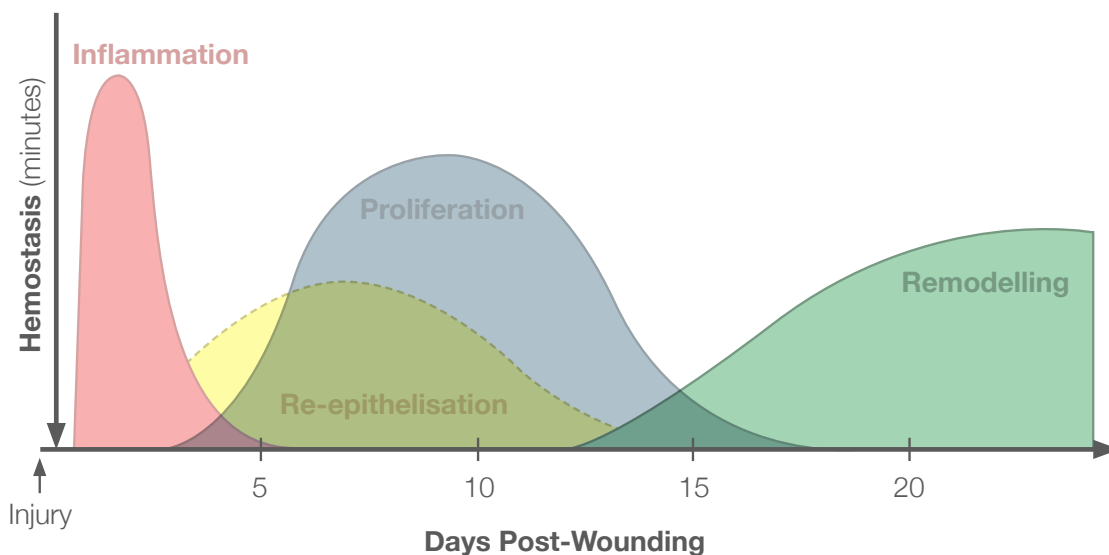
01 HEMOSTASIS

03 INFLAMMATION

02 PROLIFERATION

01 REMODELLING

## The phases of wound healing time frame:

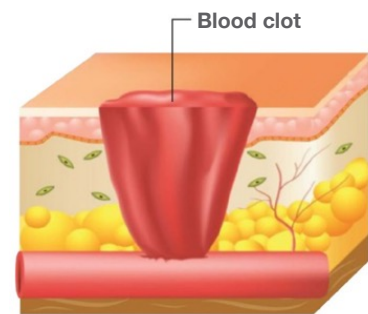


## PHASE 1: HEMOSTASIS

Hemostasis is an immediate, rapid reaction starting when a wound is created. It is the process of a wound being closed by clotting.

**In this phase, the following happens:**

- Possible bleeding
- Blood vessels constrict and seal themselves to prevent blood flow
- Platelets create substances called fibrin, to form a clot and to seal the break in the skin

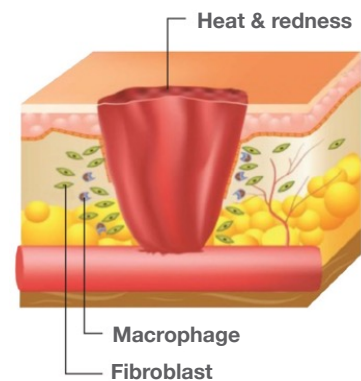


## PHASE 2: INFLAMMATORY PHASE

The inflammatory phase is the natural part of the wound healing process. It is triggered chemically and by the white blood cells to remove bacteria and debris.

**In this phase, the following happens:**

- Injured cells and mast cells release histamine
- May experience slight pain or discomfort, heat, swelling and redness
- Polymorphonuclear cells and macrophages arrive to remove foreign matter and debris

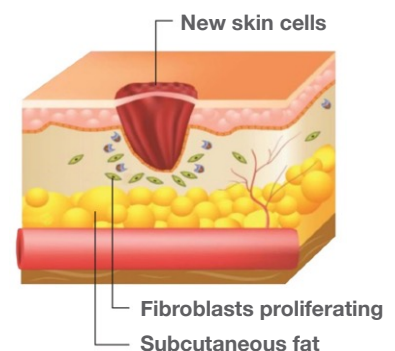


## PHASE 3: PROLIFERATIVE PHASE

Epidermal growth takes place where granulation tissue builds up to protect the skin and remaining skin cells divide and produce new skin cells (re-epithelisation). This tissue is pink and has an uneven texture.

**In this phase, the following happens:**

- Granulation tissue is made up of collagen and extracellular matrix, into which a new network of blood vessels develops by a process called “angiogenesis”
- Fibroblast proliferation takes place due to increased levels of oxygen and nutrients supplied by the blood vessels

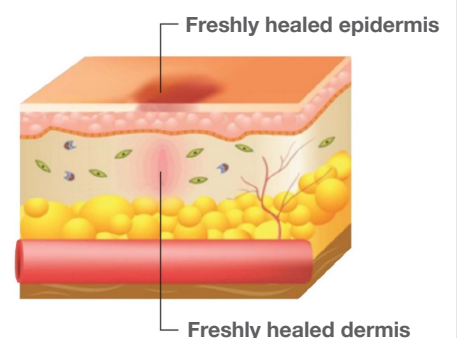


## PHASE 4: REMODELLING PHASE

This is also known as the maturation phase. Injured tissue that was formed during healing is broken down, new skin begins to blend in and the wound completely closes.

**In this phase, the following happens:**

- Collagen assembles to replace injured tissue
- Collagen is more aligned and cross-linked
- Fibronectin and Hyaluronic Acid is replaced
- New tissue gains strength and flexibility



There are many factors that can affect wound healing which interfere with one or more phases in this process, thus causing improper or impaired tissue repair. These factors include infection, medication, moisture, age, nutritional status, etc.

In order to complement the treatments done in medical practices, this range takes the phases of wound healing into consideration. The 4 phases of wound healing overlap to varying degrees in different individuals.



**The target of the Nimue MD Range is to address specific mechanisms in each phase of the skin healing process to support repair and regeneration, control inflammation and contribute to a structured collagen deposition.**

## INDICATIONS FOR THE MD RANGE

### General associated skin traumas and conditions

- Damaged skin barrier
- Erythema/redness
- Edema/swelling
- Pruritis/itching
- Inflammation
- Re-epithelisation/remodelling of the skin
- Bruising
- Burns - 1st, 2nd degree
- Wound healing
- Scar tissue management/prevention/repair
- Microneedling
- Post tattoo/microblading
- Post MA treatments for soothing, cooling and healing aftercare benefits

### Medical Conditions/Skin Reactions

- Chemotherapy
- Radiation treatment
- Auto-immune disease treatment
- Eczema

## PROFESSIONAL AND RETAIL APPROACH

### THE MD RANGE OF PROFESSIONAL PRODUCTS

**Are designed to:**

- Support a controlled trauma to the skin (peels, devices, laser, needling, injectables, thermal/cryotherapy)
- Improve the outcomes of instrument-based trauma
- Support re-epithelisation
- Control inflammation

**Offers:**

- Occlusion for wound healing
- Post-treatment control of erythema and swelling
- Inflammation control
- Cooling and soothing
- Firming and anti-ageing
- Hydration and support of skin rejuvenation

**Consists of:**



### THE MD RANGE OF RETAIL PRODUCTS

**Are designed to:**

- Support the skin in the proliferation and remodelling phases

**Offers:**

- Inflammation control
- Prevention and treatment of scarring
- Prevention of ageing, laxity and volume loss
- Prevention of PIHP
- Prevention of hyperpigmentation
- Management of eczema
- Reduction of swelling and bruising
- Brightening of uneven skin tone

**Consists of:**



Topicals, such as the MD Range, would be ideal to decrease downtime, increase or enhance the results and maintain the benefits achieved with medical aesthetic treatments and plastic surgery procedures.



# 04 MD PRODUCTS

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## The MD product range consists of:

- MD Anti-Inflammatory Serum 30 ml
- MD Post-Procedure Recovery Balm 30 ml and 100 ml
- MD Replenishing Rescue Cream 50 ml
- MD Scar Gel 30 ml
- MD Cooling Gel 50 ml
- MD Microglide Gel 50 ml
- MD EGF Power Serum 30 ml
- MD Expert Brightening Serum 30 ml

## GENERAL PRODUCT UNIQUE SELLING POINTS

- Based on clinically proven ingredients and products
- Provides both short and long-term usage benefits
- No harmful ingredients
- Preservative-free
- Formulations are vegan based



**Please refer to booklet for in-clinical practice before and after case studies and research addendum for citations and safety studies.**



## MD ANTI-INFLAMMATORY SERUM | 30 mL

A gel serum which controls inflammation and redness, promotes accelerated skin recovery and healing as an emergency response to skin insults. It immediately soothes the skin and activates remodelling mechanisms of the skin long-term.

### 01 INDICATIONS

Following non-invasive or less-invasive treatments where skin is stimulated and heat and erythema are present.

**This includes, but not limited to:**

- Radio frequency
- Intense pulse light
- Broad band laser
- Post threads
- Post microneedling
- Post superficial skin peeling
- Post skin resurfacing for homecare

### 02 PRODUCT BENEFITS

- Reduces stress-related skin inflammation
- Controls inflammatory processes
- Soothes sensitised and treated skin
- Activates remodelling mechanisms and skin restructuring
- Promotes hydration and suppleness
- Improves and protects the skin barrier

### 03 KEY ACTIVE INGREDIENTS

- **Horse Chestnut Extract**
  - Controls redness and controls skin inflammation
- **Turmeric Plant Stem Cells**
  - Accelerates wound healing
  - Regenerates and calms the skin post treatment
- **Natural Polysaccharide Hydrator**
  - Hydrates the skin and improves the skin barrier

- **Glycyrrhetic Acid**
  - Controls redness
  - Soothes a sensitised and treated skin
- **Molecular Skin Repair Enhancer**
  - Regulates inflammatory responses
  - Activates skin remodelling

## 04

**DIRECTIONS FOR USE**

<b>MD INFLAMMATORY SERUM</b> Suitable for use POST procedures			
<b>Professional</b>		<b>Homecare</b>	
Face, neck and décolleté		Face, neck and décolleté	
1.5ml (6 pumps)		1.5ml (6 pumps)	
<b>Usage guideline</b>		<b>Usage guideline</b>	
<b>Area</b>	<b>Pumps</b>	<b>Area</b>	<b>Pumps</b>
5x5cm	1 pump minimum	5x5cm	1 pump minimum
10x10cm	2 pumps minimum	10x10cm	2 pumps minimum
<ul style="list-style-type: none"> <li>- Massage onto the areas to reduce inflammation and soothe the skin</li> </ul>		<ul style="list-style-type: none"> <li>- Apply after cleansing on a dry skin AM and/or PM</li> <li>- Massage onto the areas to reduce inflammation and soothe the skin</li> <li>- Follow with moisturiser and SPF (AM)</li> <li>- Alternatively, use as prescribed</li> <li>- May be used long-term for homecare on the face</li> </ul>	



## MD POST-PROCEDURE RECOVERY BALM 30 mL and 100 mL

A balm for soothing and comforting irritated and red skin. Assists in the recovery of microbiota after skin insult and promotes accelerated healing and epithelisation for faster skin recovery. Suitable for use on all skin types/ conditions after skin peeling and resurfacing procedures or invasive and less-invasive laser treatment modalities.

### 01

#### INDICATIONS

- All skin types/conditions after skin peeling/resurfacing treatments accompanied by severe barrier disruption
- After invasive or less-invasive laser treatments with partial or full thickness wounding
- Burn wounds
- Cuts and abrasions
- Surgical wounds

### 02

#### PRODUCT BENEFITS

- Provides occlusion, immediate skin comfort and relief
- Accelerates epithelisation and wound healing
- Reduces treatment downtime
- Replenishes hydration to a dry, sensitive or compromised skin
- Repairs and protects the skin barrier
- Promotes recovery of the skin microbiota after insult
- Reduces TEWL of an irritated skin

### 03

#### KEY ACTIVE INGREDIENTS

- **Isostearyl Isostearate**
  - Repairs and protects the skin barrier
  - Accelerates wound healing
- **Organic Hemp Seed Oil**
  - Powerful anti-oxidant
  - Calming and soothing properties
- **Avocado Oil and Phytosterols**
  - Provides intense hydration
  - Repairs the skin barrier
- **Vitamin E**
  - Anti-oxidant and skin repair

# 04 DIRECTIONS FOR USE

MD POST-PROCEDURE RECOVERY BALM Suitable for use POST procedures			
Professional		Homecare	
Face, neck and décolleté		Face, neck and décolleté	
1.5ml (6 pumps)		1.5ml (6 pumps)	
Usage guideline		Usage guideline	
Area	Pumps	Area	Pumps
5x5cm	1 pump minimum	5x5cm	1 pump minimum
10x10cm	2 pumps minimum	10x10cm	2 pumps minimum
<ul style="list-style-type: none"> <li>- Apply a thick, even layer to the affected area</li> <li>- <b>DO NOT USE AFTER MICRONEEDLING DUE TO OCCLUSIVE EFFECT</b></li> </ul>		<ul style="list-style-type: none"> <li>- Apply a thick, even layer to the clean, affected area</li> <li>- Repeat 3 times daily for 3-5 days</li> <li>- Use only until skin's barrier has been restored and no visible dryness/flakiness or peeling is noticeable</li> <li>- MD Post Procedure Recovery Balm is not intended for long-term use</li> <li>- Do not mix with other products to ensure optimal results</li> <li>- Avoid open, bleeding wounds or wounds with infection</li> </ul>	





## MD REPLENISHING RESCUE CREAM | 50 mL

A rich cream to assist in controlling very dry and flaky skin, a compromised skin barrier and eczema skin conditions on the face and neck, providing comfort, relief and nourishment. It is suitable for immediate and long-term comfort and relief and assists in reducing flare-ups and the duration between flare-ups.

### 01

#### INDICATIONS

- Eczema
- Dry and very dry skin
- Cracked and flaky skin
- Sensitised and irritated skin
- Signs of a compromised skin barrier

### 02

#### PRODUCT BENEFITS

- Intense nourishing and hydrating cream with a lightweight feel
- Non-greasy
- Rebalances the skin immune system
- Soothes a sensitised, inflamed and irritated skin
- Repairs and protects the skin barrier
- Anti-oxidant, anti-inflammatory and anti-irritation benefits

### 03

#### KEY ACTIVE INGREDIENTS

- **Barrier Lipid Complex (Isostearyl Isostearate, Squalane, Shea Butter, Allantoin)**
  - Repairs and protects the skin barrier
  - Increases skin moisturisation
  - Soothes and reduces irritation
- **Saccharide Isomerate**
  - Instant and deep hydration
- **Niacinamide**
  - Prevents PIHP
  - DNA repair
- **Glycyrrhetic Acid**
  - Controls redness
  - Soothes a sensitised skin

- **Hydrolysed Hyaluronic Acid**
  - Stimulates skin defenses
  - Boosts skin cellular repair and wound healing
- **Skin Immunity Rebalancer**
  - Supports the skin immune system
- **Botanical Complex of 7 Plant Extracts** (Centella Asiatica, Green Tea, Chamomile, Liquorice, Rosemary, Skullcap, Japanese Knotweed)
  - Provides anti-oxidant and anti-inflammatory benefits
  - Reduces irritation, itchiness and skin aggressions

## 04

**DIRECTIONS FOR USE**

<b>MD REPLENISHING RESCUE CREAM</b>	
<b>Homecare use only</b>	
Face, neck and décolleté	
2 pumps minimum	
<b>Usage guideline</b>	
Area	Pumps
10x10cm	2 pumps minimum
<ul style="list-style-type: none"> <li>- Apply a small amount to the dry, affected area after cleansing</li> <li>- Massage into the skin</li> <li>- Follow with SPF (AM) if used on the face</li> <li>- Apply 3 times daily, or as required</li> <li>- Suitable for face, neck and décolleté and small, localised areas on the body</li> <li>- It is recommended that MD Replenishing Rescue Cream be used on its own for optimal results</li> </ul>	



## MD SCAR GEL | 30 mL

A gel for the prevention of scarring post-surgery and trauma, assisting in the reduction of most types of existing scars. It also assists in reducing PIHP. The inclusion of all the active ingredients in the right concentrations is very effective in the prevention and reduction of scar tissue formation. Commencing treatment within 2 weeks post surgery or trauma is recommended.

### 01

#### INDICATIONS

- Scars (including post-surgical scars and acne scars)
- Trauma
- Burns
- Cuts
- Tattoo removal

### 02

#### PRODUCT BENEFITS

- Inhibits stress related inflammation
- Reduces skin redness
- Stimulates the production of collagen
- Repairs and accelerates wound healing
- Improves tissue micro-circulation
- Improves skin hydration
- Assists in reducing and preventing PIHP

### 03

#### KEY ACTIVE INGREDIENTS

- **Epidermal Growth Factor (sh-Oligopeptide-1)**
  - Accelerates healing
  - Promotes cell renewal and collagen generation
- **Horse Chestnut Extract**
  - Accelerates cutaneous wound healing
  - Improves skin microcirculation
- **Phyto-Peptidic Fraction of Centella Asiatica**
  - Repairs and protects the skin barrier and increases skin moisturisation
- **Glycyrrhetic Acid**
  - Controls redness and inflammation
  - Repairs damage

- **Turmeric Plant Stem Cells**
  - Neutralises inflammation and accelerates wound healing
  - Protects against collagen and elastin degradation
- **Lipohydroxy Acid**
  - Gentle exfoliation and skin renewal
- **Natural Polysaccharide Hydrator**
  - Hydrates the skin
- **Anti-Stretch Complex**
  - Stimulates cell growth, tissue repair and collagen synthesis
- **Niacinamide**
  - Prevents PIHP
  - DNA repair

## 04

**DIRECTIONS FOR USE**

<b>MD SCAR GEL</b>	
Use following suture removal or when skin has closed post injury or trauma	
<b>Homecare for scar prevention</b>	
Face, neck and décolleté	
2 pumps minimum	
<b>Usage guideline</b>	
Area	Pumps
10cm scar length (For larger or smaller scars, the product can be multiplied or divided based on the above)	0.2ml (1 pump)
<ul style="list-style-type: none"> <li>- Cleanse and dry the area</li> <li>- Apply surgical tape to the area and apply MD Scar Gel to the surface of the tape 2-3 times daily, massaging gently</li> <li>- Wipe tape clean before re-application of MD Scar Gel</li> <li>- Replace tape every 4-5 days</li> <li>- Use on its own and do not mix with other products</li> <li>- <b>DO NOT USE ON EZCEMA, PSORIASIS OR SKIN CANCER</b></li> </ul>	
<b>Homecare for existing scars, if immature, within the first year of trauma occurrence</b>	
<ul style="list-style-type: none"> <li>- Massage MD Scar Gel 2-3 times daily into the area</li> <li>- May be applied directly over the area or over surgical tape</li> <li>- Continue use for a minimum of 3-6 months, or as prescribed (<i>Depending on age and severity of scar, treatment duration may vary</i>)</li> </ul>	

**IMPORTANT TO NOTE:**

Treatment outcome with the MD Scar Gel is all dependent on size, location, colour, depth and most important, severity and age of the scar tissue. There is considerable variation in scar tissue from one person to another and some are more prone to scarring than others.



## MD COOLING GEL | 50 mL

A gel used post treatment in clinical practice and for follow-up homecare, for bruising and swelling induced by devices, or post liposuction procedures to cool, soothe and reduce bruising.

Also recommended for any bruising and swelling on the face or body post trauma or injury with the general aim to alleviate bruising in a shorter timeframe.

### 01

#### INDICATIONS

- Bruising, swelling, tenderness
- Post liposuction
- Swelling or bruising associated with device treatments, surgery, trauma or injury
- Bruising post neuromodulation and volumisation treatments
- Following radiation treatment where treated area is burnt (*Also known as radiodermatitis. Proceed first with MD Post Procedure Recovery Balm, then MD Cooling Gel*)

### 02

#### PRODUCT BENEFITS

- Immediate and long-lasting cooling effect
- Reduces bruising
- Reduces inflammation and tenderness post procedure
- Improves skin and adipose micro-circulation and increases blood flow at capillary level
- Moisturises and soothes the skin

### 03

#### KEY ACTIVE INGREDIENTS

- **Horse Chestnut Extract**
  - Reduces inflammation and tenderness
  - Decreases oedema and stasis
- **Cooling Agent**
  - Immediate and long-lasting cooling effect
- **Aloe Vera Extract**
  - Soothing, moisturising and healing effect
- **Natural Polysaccharide Hydrator**
  - Hydrates the skin and improves the skin barrier
- **Eucalyptus Oil**
  - Cooling action and refreshing sensation

# 04 DIRECTIONS FOR USE

MD COOLING GEL Suitable for use POST procedures			
Professional		Homecare	
Face or body		Face or body	
2 pumps (0.5ml)		2 pumps (0.5ml)	
Usage guideline		Usage guideline	
Area	Pumps	Area	Pumps
10x10cm	2 pumps minimum	10x10cm	2 pumps minimum
(For larger or smaller treatment areas, the product can be multiplied or divided based on the above)			
<ul style="list-style-type: none"> <li>- Massage immediately post procedure onto the treated areas to reduce inflammation and soothe skin</li> <li>- Use on intact skin only</li> </ul>		<ul style="list-style-type: none"> <li>- Apply to a dry skin</li> <li>- Massage onto the areas 2-3 times a day to reduce bruising and swelling</li> <li>- Use for 5-7 days, or longer, until bruising and swelling has dissipated</li> <li>- Avoid the eye area</li> </ul>	



## MD MICROGLIDE GEL | 50 mL

A gel-based treatment for use during microneedling treatments to provide a glide medium and introduce HMW and LMW Hyaluronic Acid and Turmeric derived stem cell based active ingredients for hydration and support of skin rejuvenation.

### 01 INDICATIONS

- Suitable for use during a microneedling treatment with a roller, MN pen device or RF MN device

### 02 PRODUCT BENEFITS

- Increases skin hydration
- Improves barrier function and water retention capacity
- Reduces inflammation
- Revitalises and regenerates the skin

### 03 KEY ACTIVE INGREDIENTS

- **HMW Hyaluronic Acid**
  - Film-forming, preventing TEWL
  - Increases hydration
- **LMW Hyaluronic Acid**
  - Improves internal skin hydration
  - Repairs the skin barrier
- **Turmeric Stem Cells**
  - Reduces inflammation and tenderness
  - Activates skin remodelling

# 04 DIRECTIONS FOR USE

<b>MD MICROGLIDE GEL</b> Used DURING needling procedures	
<b>Professional use only</b>	
Face, neck & décolleté or treatment area	
3-5ml of Microglide Gel	
<b>Usage guideline</b>	
Area	Pumps
Face, neck and décolleté Treatment area	4ml (18 pumps)
(For larger or smaller treatment areas, the product can be multiplied or divided based on the above)	
<ul style="list-style-type: none"> <li>- Use as a glide medium during microneedling treatments</li> <li>- Apply to a clean, dry skin before and during treatment</li> <li>- Allow to absorb</li> <li>- Follow with aftercare</li> </ul>	

## MD EGF POWER SERUM | 30 mL



A powerful face serum used as a supportive skin rejuvenation homecare treatment for ageing skin and especially to support and enhance medical aesthetic treatment modalities and surgical procedures for a more youthful skin and appearance.

An advanced complex of active ingredients targets all aspects that manifest in ageing and sun damaged skin.

### 01

#### INDICATIONS

- Environmentally damaged skin
- Lines and wrinkles
- Sagging and loss of elasticity
- Ageing skin

### 02

#### PRODUCT BENEFITS

- Intensive repair of ageing skin
- Increases skin renewal
- Activates skin remodelling mechanisms
- Provides ongoing support to anti-ageing treatments and medical procedures

### 03

#### KEY ACTIVE INGREDIENTS

- **EGF (sh-Oligopeptide-1)**
  - Accelerates healing and skin repair
  - Promotes cell renewal and collagen generation
- **Molecular Skin Repair Enhancer**
  - Regulates inflammatory responses
  - Activates skin remodelling
- **Tetra-peptide 3**
  - Activates natural skin repair
  - Slows down ageing process
- **Vitamin C**
  - Stimulates collagen synthesis
  - Protects DNA from UV damage

# 04 DIRECTIONS FOR USE

MD EGF POWER SERUM	
<b>Homecare use only</b>	
Face and neck	
<b>Usage guideline</b>	
Area	Pumps
Face and neck	1.5ml (6 pumps)
<ul style="list-style-type: none"> <li>- Apply and massage a small amount of MD EGF Power Serum daily onto the face and neck or affected area</li> <li>- Use as a serum AM and PM under moisturiser</li> <li>- Follow with a minimum of SPF 40 in the morning</li> </ul>	

## MD EXPERT BRIGHTENING SERUM | 30 mL



A serum with active ingredients to target all pathways to pigmentation. Indicated as a supportive daily use treatment for existing hyperpigmentation or for the reduction of PIHP following all invasive and non-invasive MA procedures.

An emulsion-based face or neck treatment serum for brighter skin and optimal results. Suitable as a spot treatment on the hands.

### 01

#### INDICATIONS

- Face, hands and body aimed at reducing dark spots and hyperpigmentation
- UV induced age spots
- Uneven skin colouring
- Prevention of PIHP post MA procedures

### 02

#### PRODUCT BENEFITS

- Promotes brightening of uneven skin tone
- Controls UV induced and facultative hyperpigmentation
- Inhibits inflammatory pathway, preventing PIHP
- Reduces dark spots
- Improves skin texture and barrier function
- Increases skin luminosity

### 03

#### KEY ACTIVE INGREDIENTS

- **Tranexamic Acid**
  - Acts on all melanogenesis pathways
  - Prevents PIHP
  - Reduces redness and fades dark spots
- **Peptide Complex**
  - Promotes brightening of uneven skin tone
  - Controls UV-induced and facultative pigmentation
- **Nicotinamide**
  - Prevents PIHP
  - Improves skin elasticity

- **Vitamin C**
  - Stimulates collagen synthesis
  - Protects DNA from UV damage
- **Natural Polysaccharide Hydrator**
  - Hydrates the skin
  - Improves the skin barrier
- **Isostearyl Isostearate**
  - Penetration enhancer
  - Improves skin barrier function

# 04

## DIRECTIONS FOR USE

MD EXPERT BRIGHTENING SERUM	
<b>Homecare use only</b>	
Face and neck	
<b>Usage guideline</b>	
Area	Pumps
Face and neck	1.5ml (6 pumps)
<ul style="list-style-type: none"> <li>- Apply and massage a small amount of MD Expert Brightening Serum daily onto the face and neck or affected area</li> <li>- Use as a serum AM and PM under moisturiser</li> <li>- Follow with a minimum of SPF 40 in the morning</li> </ul>	

# 05 PRIMARY ACTIVE INGREDIENTS GLOSSARY

## ANTI-STRETCH COMPLEX

**INCI name:**

*Palmitoyl Tripeptide-5, Panthenol, Marrubium Vulgare Extract*

An innovative active ingredient complex with a synthetic peptide, Palmitoyl Tripeptide-5, together with Panthenol and the organic Marrubium Vulgare Extract. It supports the structure of the skin under tension, particularly during the healing process and downregulates the expression of pro-inflammatory cytokines and collagen degrading enzymes (MMP-13).

**Primary Mode of Action**

- Keeps the skin moist and supple
- Stimulates cell growth and tissue repair
- Inhibits inflammation and reddening
- Stimulates the production of collagen
- Repairs extracellular matrix damage
- Protects the skin from degradation
- Supports re-epithelisation

## BARRIER LIPID COMPLEX

**INCI name:**

*Isostearyl Isostearate, Squalane, Butyrospermum Parkii (Shea) Butter, Allantoin*

A lipid-based complex that repairs and protects the skin barrier.

**Primary Mode of Action**

- Repairs skin barrier
- Moisturises
- Soothes the skin

## BOTANICAL COMPLEX OF 7 PLANT EXTRACTS

**INCI name:**

*Centella Asiatica, Camellia Sinensis, Chamomilla Recutita (Matricaria), Glycyrrhiza Glabra, Rosmarinus Officinalis, Scutellaria Baicalensis, Polygonum Cuspidatum*

The skin is affected by various internal and external aggressions which results in multiple irritation cascades. This synergy of 7 natural plant extracts, controls the inflammatory pathway which is activated when the skin is under aggression. It limits the induced overproduction of chemokines and cytokines which enhance the irritation reaction.

**Primary Mode of Action**

- Reduces extreme skin irritation and erythema
- Reinforces the skin barrier through powerful immune-modulation
- Controls the release of cytokines
- Reduces itchiness, skin aggressions and soothes
- Potent anti-oxidant properties

## CENTELLA REVERSA PLANT GROWTH FACTORS

**INCI name:**

*Centella Asiatica Callus Conditioned Media*

Centella Reversa is based on the Phyto-Peptidic Fractions technology. It is the first generation of genuine plant peptides and is the concentrated secretome of totipotent cells from Centella Asiatica petioles.

This secretome is rich in signaling peptides specifically designed to rejuvenate and reverse cell senescence.

The goal of this technology is to maximise the plant activity, in particular, the regenerative activity, and to generate growth factors from the plant stem cells of the Centella Asiatica plant.

**Primary Mode of Action**

- Accelerates wound healing
- Reversion of cell senescence
- Protects and repairs cellular DNA
- Growth factor-like effects
- Global cell protection

## COOLING AGENT

**INCI name:**

*Menthoxypropanediol*

An odourless sensory agent that provides a long-lasting cooling effect to the skin. It gradually builds and peaks 20 to 30 minutes after application.

It works by directly stimulating the receptors at the nerve endings of the skin to produce a cooling sensation.

The skin does not actually change temperature, but neurotransmitters are triggered, sending a signal to the brain and results in a perceived cooling effect.

**Primary Mode of Action**

- Immediate and long-lasting cooling effect
- Provides a sensorial benefit of the skin being cooler
- Skin penetration enhancer

## D-PANTOTHENIC ACID

**INCI name:**

*Panthenol*

A provitamin of D-Pantothenic Acid, also known as vitamin B<sub>5</sub> and is a water soluble vitamin. The human body converts D-Panthenol into vitamin B<sub>5</sub>.

It maintains a healthy and hydrated skin and has an anti-inflammatory effect, soothing an irritated skin. It stimulates epithelisation and assists with wound healing.

**Primary Mode of Action**

- Regenerates and provides skin homeostasis
- Corneocare, increases long-term moisturisation and improves the skin barrier
- Repairs the skin
- Alleviates sensitivity

## EPIDERMAL GROWTH FACTORS

**INCI name:**

*sh-Oligopeptide-1*

**Primary Mode of Action**

- Global cell repair
- Emergency response mechanism to damage
- Accelerates healing
- Promotes cell renewal by enhancing epidermal growth and keratinisation
- Stimulates collagen and hyaluron generation
- Reverses the growth inhibitory actions of inflammatory mediators

This small protein complex of 53 amino acids forms a large peptide chain (sH-Oligopeptide-1) and is found to enhance epidermal growth and keratinisation. EGFs directly stimulate the proliferation of epidermal cells. EGF only needs to be present at very low concentrations to effect major changes in the cell because it is a signal molecule.

EGF starts by binding receptors on the cell surface, it is amplified through the MAPK/ERK pathway and ends with nuclear DNA expressing proteins and producing changes in the cell, eg. cell division. Of key importance is the shape of the epidermal growth factor. It is the shape that allows it to lock into a receptor on the surface of the cell and cause the cell to grow and divide. Cells that respond to EGF do so because they have receptors on the cell membrane that recognise the factor.

The EGF used is not only correct in structure, but also in shape, ensuring the growth factor to receptor connection is true and cell growth signals are received. EGF has been found to play a role in wound healing by antagonising reactive nitrogen and reactive oxygen intermediate production by keratinocytes and reversing the growth inhibitory actions of inflammatory mediators.

## LIQUORICE EXTRACT

**INCI name:**

*Glycyrrhetic Acid*

It is the main bioactive component of the licorice root and is obtained by the hydrolysis of glycyrrhizic acid. The A saponin component of pentacyclic is a pentacyclic triterpenoid whereby biologically active phytochemicals have a different range of activities such as anti-inflammatory effects.

**Primary Mode of Action**

- Controls redness
- Soothes a sensitised and treated skin and reduces erythema
- Reduces pro-inflammatory mediators and inhibits key inflammatory enzymes and cytokine production
- Anti-inflammatory effects
- Stimulates epidermis bud growth to repair damage
- Free radical scavenging properties on ROS

## HORSE CHESTNUT EXTRACT

**INCI name:***Aesculus Hippocastanum Tree Extract*

The Horse Chestnut seeds contain the principal biologically active component, Escin, a mixture of saponins that are known to help maintain a healthy circulatory system by strengthening the capillaries and veins. Flavonoids have been found to have an anti-inflammatory effect.

The extract induces contraction forces in fibroblasts and plays an important role in cell morphology, vasoconstriction and/or wound healing.

**Primary Mode of Action**

- Controls redness
- Reinforces skin immune system
- Strengthens circulatory system
- Reduces facial flushing and chronic redness

## HYDRATION COMPLEX

**INCI name:***Saccharide Isomerate*

A unique skin-identical carbohydrate complex that increases stratum corneum hydration and water retention in the short-term.

**Primary Mode of Action**

- Instant hydration effect
- Deep hydration for 72 hours
- Stimulates key barrier gene expression, strengthening and repairing the skin barrier
- Long term improvement in desquamation
- Improves softness, smoothness and skin comfort

## HYDROLYSED HYALURONIC ACID

**INCI name:***Sodium Hyaluronate (100-300kDa)*

Assists in maintaining an effective skin defense level against harmful bacteria contamination and boosts the wound healing process.

**Primary Mode of Action**

- Repairs the skin barrier
- Promotes hydration
- Stimulates skin defenses and natural immune system by stimulating release of specific anti-bacterial peptides,  $\beta$ -defensin 2 (DEFB2)
- Boosts skin cellular repair and wound healing by stimulating keratinocyte and fibroblast proliferation and migration

## HMW HYALURONIC ACID

**INCI name:**

*Sodium Hyaluronate (1300-1800 KDA)*

Hyaluronic Acid of a high molecular weight that produces a cool, protective film on the skin's surface which prevents trans epidermal water loss as well as hydrating the surface of the skin.

Optimal hydration helps to maintain the epidermal barrier function, enabling suitable conditions for epidermal and dermal cells and the reduction of cell stress due to the environment.

**Primary Mode of Action**

- Increases hydration
- Improves barrier function
- Protects against free radical damage
- Promotes accelerated skin recovery post treatment

## LMW HYALURONIC ACID

**INCI name:**

*Sodium Hyaluronate (150-1300 KDA)*

Hyaluronic Acid of a low molecular weight that provides intense internal hydration to the upper layers of the skin. It changes the physical properties of the epidermis due to its ability to immobilise a large volume of water in its structures. It is also active in relation to cells, acting positively on intercellular communication.

LMW Hyaluronic Acid has the capacity to protect phospholipids against peroxidation by UV radiation and free radicals. These phospholipids are a part of the NMF (natural moisturising factor), which is essential for adequate barrier functioning.

It has a positive effect on the activity of beta-glucocerebrosidase, an enzyme responsible for the release of ceramides from their glucosyl precursors. Ceramides are incorporated into the lipid bilayer of corneocytes, further enhancing barrier function.

This form of HA also reduces pro-inflammatory cytokines, particularly those responsible for an increase in sebum production, thereby stabilising the skin immune system and reducing sebum production.

**Primary Mode of Action**

- Provides internal hydration of the skin
- Repairs the skin barrier
- Protects capillaries
- Inhibits hyaluronidase and collagenase enzymes
- Reduces excess sebum production
- Enhances delivery of active ingredients

## ISIS

**INCI name:***Isostearyl Isostearate*

Uses a novel mechanism of action to improve skin barrier function. It interacts with the stratum corneum lipids stabilising the more tightly packed orthorhombic phase.

Isostearyl Isostearate is able to optimise the effectiveness of the natural skin barrier to a point where it performs better than artificial occlusion by petrolatum. The more effective the skin barrier function is, the better the ability of the skin to regulate its own water content.

**Primary Mode of Action**

- Accelerates wound healing
- Rapid barrier repair properties
- Improves skin barrier function
- Improves water retaining capacity and reduction in TEWL
- Aids in skin comfort

## LIPOHYDROXY ACID

**INCI name:***Capryloyl Salicylic Acid*

LHA is a gentle derivative of Salicylic Acid with unique properties that explain its clinical effects in the skin. It has skin renewing, exfoliating properties. The slow penetration of LHA results in an individual cell-by-cell exfoliation that is associated with excellent tolerability.

LHA has been shown to induce dermal thickening by stimulating glycosaminoglycans, collagen and elastin production. It supports exfoliation post treatment, whilst being gentle and effective on an inflamed, treated skin. It penetrates less than Salicylic Acid but is more effective.

**Primary Mode of Action**

- Promotes exfoliation
- Improves skin renewal

## MOLECULAR SKIN REPAIR ENHANCER

**INCI name:***Disodium Acetyl Glucosamine Phosphate*

Phosphorylated aminosugar and glycosylated polyphenol obtained through green biotechnology processes.

Addresses 3 key areas of skin repair:

- Controls inflammatory processes
  - The Molecular Skin Repair Enhancer has a strong inhibitory effect on inflammatory cutaneous reactions
- Activates remodeling mechanisms
- Stimulates repairing and restructuring

**Primary Mode of Action**

- Regulates inflammatory mediators
- Activates remodelling
- Stimulates and provides intensive skin repair
- Promotes skin regeneration
- Calms and soothes the skin

### NATURAL POLYSACCHARIDE HYDRATOR

**INCI name:**

*Tamarindus Indica Seed Polysaccharide*

A novel film-forming and moisture-regulating polysaccharide derived from Tamarind Seeds. It is a green and natural alternative to Hyaluronic Acid from a renewable source. As it has a high molecular weight, it provides a higher short term moisturising effect.

**Primary Mode of Action**

- Improves the skin texture
- Reduces roughness
- Hydrates the skin
- Improves skin elasticity

### NICOTINAMIDE

**INCI name:**

*Niacinamide*

Niacinamide is also known as Vitamin B<sub>3</sub>. It is one of the most stable vitamins against heat and light sources and plays a role in DNA repair and skin homeostasis.

**Primary Mode of Action**

- Inhibits the transfer of melanosomes to surrounding keratinocytes to prevent PIHP post treatment
- Rebalances skin tone and reduces discolouration
- DNA repair
- Improves skin elasticity

### ORGANIC HEMP SEED OIL

**INCI name:**

*Cannabis Sativa Seed Oil*

Derived from the seeds of the hemp plant which is a variety of the Cannabis Sativa plant species.

**Primary Mode of Action**

- Promotes recovery of skin microbiota after insult
- Positively modulates skin microbiota
- Reduces TEWL of an irritated skin
- Reduces skin roughness and scaliness
- Potent anti-inflammatory - soothes an irritated skin

## PEPTIDE COMPLEX

### INCI name:

*Palmitoyl Sh-Octapeptide-24 Amide, Palmitoyl Sh-Tripeptide-5 Norisoleucyl Sh-Nonapeptide-1*

The Peptide Complex is in an innovative delivery system that combines two peptides in the same particle, turning it into a “smart capsule” which is able to identify and target itself specifically to melanocytes.

It has three parts which include an active peptide, a polymer capsule and a “key” peptide or ligand attached outside of the capsule that binds to specific receptors on melanocytes like a key/lock, ensuring direct delivery.

The complex is able to control tyrosinase expression (not activity) and focuses only on the areas in which melanin is over-expressed and does not affect the surrounding cells that are not melanocytes.

It provides a sustained release of a peptide that inhibits the formation of melanin.

### Primary Mode of Action

- Promotes brightening of uneven skin tone
- Inhibits tyrosinase expression
- Rebalances and evens out skin tone
- Reduces discolouration
- Controls both UV and facultative pigmentation

## SKIN IMMUNITY REBALANCER

### INCI name:

*Magnesium Carboxymethyl Beta-Glucan*

It is a derivative of baker’s yeast  $\beta$ -glucan, a large biologically active polysaccharide that can be isolated from the cell walls. It is also known as an immunomodulator as it is able to strengthen the skin’s immune system.

It does this by acting as an “immune trainer” to rebalance the immune system by:

- Suppressing the allergy-specific Th2 pathway (2T helper cells)
- Reducing IgE-mediated (immunoglobulin E) hypersensitive reactions
- Reducing the production of inflammatory components

### Primary Mode of Action

- Rebalances the skin immune system
- Soothes an irritated skin
- Calms sensitive and itching skin
- Alleviates skin discomfort

## TETRA-PEPTIDE 3

**INCI name:**

*Caprooyl Tetrapeptide-3*

A biomimetic peptide derived from a growth factor molecular structure. It is a lipopeptide composed of four amino acids linked to a lipid (caproic acid). When combined with a lipid, it facilitates peptide absorption through the skin and thus increases efficacy, at lower dosages.

These peptides are inspired from the skin's natural peptides and are active on skin physiological processes with a high specificity, in this case, reducing the appearance of fine lines and wrinkles through the production of important structural proteins involved in skin cohesion at the junction of the dermis and epidermis (DEJ).

**Primary Mode of Action**

- Boosts the production of DEJ protein components (collagen VII, laminin-5 and fibronectin)
- Activates natural skin repair
- Reduces the appearance of fine lines and wrinkles
- Decelerates the ageing process
- Rejuvenates the skin

## TRANEXAMIC ACID

**INCI name:**

*Cetyl Tranexamate Mesylate*

Tranexamic Acid (TXA) is a third-generation bioactive that prevents and soothes both redness and dark spots. It inhibits plasmin activity, decelerating inflammation, melanocyte differentiation, increased tyrosinase activity and the transfer of melanosomes to the upper layers. It promotes a more uniform skin tone and faster barrier recovery.

However, due to its hydrophilic nature and strong hydrogen-bonding capacity, the permeability of TXA is insufficient.

For this reason, MD Expert Brightening Serum has utilised an ester of TXA in a unique and patented vector delivery system and is superior to regular TXA esters. It offers a higher level of skin-targeting benefits with epidermal esterases breaking down TXA esters to the active TXA form. It has both hydrophilic and lipophilic properties, which are highly suitable for penetration into the stratum corneum.

TXA esters are skin permeation enhancers and may boost the efficacy of other active ingredients.

**Primary Mode of Action**

- Evens skin tone and increases luminosity
- Inhibits the activity of plasmin and inflammation cascade
- Prevents UV induced activation of melanocytes
- Acts on all melanogenesis pathways
- Prevents PIH due to action on inflammatory pathway
- Reduces redness and fades dark spots, resulting in a more uniform complexion
- Provides superior skin compatibility

## TURMERIC PLANT STEM CELLS

### INCI name:

*Curcuma Longa (Turmeric) Callus Lysate*

Multifunctional active with growth factor-like effect designed to synergistically act against brain-skin connection induced stress.

The Turmeric Plant Stem Cells is the concentrated metabolome of totipotent cells (plant stem cells) from *Curcuma Longa* Rhizome.

Natural plant processes are observed and mimicked in order to obtain new bioactive molecules. Through a designed process of cellular reprogramming, plant stem cells can be obtained from accurately selected plant tissues. Callus cell cultures are maintained under strict and controlled conditions, to establish the totipotent plant cell line. This ensures an endless source of high quality plant material. This ingredient acts against stress wrinkles and works as an emotional hydration manager and as a modulator of the brain-skin connection.

### Primary Mode of Action

- Neutralises stress related inflammation
- Accelerates wound healing
- Protects against collagen and elastin degradation resulting in a more structured and densified skin
- Increases the average cutaneous hydration rate
- Regenerates and calms the skin post treatment

## VITAMIN C

### INCI name:

*3-O-Ethyl Ascorbic Acid*

A very stable Vitamin C derivative with multifunctional properties. It facilitates brightening of the skin and serves as a potent anti-ageing active that boosts HA production, promotes collagen synthesis, protects the skin from intrinsic DNA damage as well as extrinsic UV, blue light and pollution damage.

This newer version of Vitamin C is more bioavailable, offering an improved overall performance.

### Primary Mode of Action

- Reverses ROS production for free radical scavenging
- Protects DNA from UV damage
- Stimulates collagen synthesis
- Boosts hyaluronic acid
- Anti-glycation properties
- Reduces dark spots
- Inhibits melanogenesis process
- Brightens the skin
- Evens out the skin tone

The following information is available upon request:

- Safety and efficacy studies and citations
- In-clinical practice cases studies and before/after images
- In-clinical setting use, with feedback by Plastic and Reconstructive Surgeon, Dr Deon Weyers







