

Anti-Aging Breakthrough

# Better than Botox<sup>®</sup>?

"Who would have thought a stretch mark remover would turn out to be the anti-wrinkle breakthrough of the decade."

## In a remarkable turn of events, arguably one of the strangest in the history of cosmetics,

women across the country are putting a stretch-mark reducing emulsion called StriVectin-SD<sup>®</sup> on their face to get rid of fine lines, wrinkles and crows' feet. And, if consumer sales are any indication of a product's effectiveness, StriVectin-SD is nothing short of a miracle. Women (as well as a growing number of "Boomer" men) are buying so much StriVectin-SD that finding a tube at your local cosmetic counter has become just about impossible. Has everyone gone mad? Well... not really.

### Scientific Breakthrough or Dumb Luck?

Although StriVectin-SD was already backed by clinical trials documenting its ability to visibly reduce the depth, length, discoloration and roughness of existing stretch marks, the success of StriVectin-SD as an anti-wrinkle cream was "dumb luck," says Gina Gay, spokesperson for Klein-Becker, StriVectin-SD's exclusive distributor.

"When we first handed out samples of the StriVectin formula to employees and customers as part of our market research, the sample tubes were simply marked 'topical cream' with the lot number underneath," Ms. Gay explains. "As the samples were passed to friends and family, the message became a little muddled and some people used this 'topical cream' as a facial moisturizer. As we began to receive feedback from users, like 'I look 10 years younger' and 'my crows' feet are gone,' we knew we had something more than America's most effective stretch-mark reducer. The point was driven home as store owners began reporting that almost as many people were purchasing StriVectin as an anti-wrinkle cream as were buying it to reduce stretch marks."

Dr. Daniel B. Mowrey, Klein-Becker's Director of Scientific Affairs, says, "Clearly, people were seeing results, but we didn't have a scientific explanation as to why this wrinkle-reduction was occurring. However, based on the incredibly positive reports, I started using it myself — applying StriVectin to my face after shaving." Dr. Mowrey adds, "On a personal note, my wife tells me I haven't looked this good in years."

### Dumb Luck Strikes Again!

Then, on Tuesday, July 2, 2002, at a meeting of the 20th World Congress of Dermatology in Paris, France, a series of studies detailing the superior wrinkle-reducing properties of a patented oligo-peptide (called Pal-KTTKS) versus retinol, vitamin C, and placebo, on "photo-aged skin" was presented.<sup>1,2</sup> "As luck would have it," Dr. Mowrey states, "the wrinkle-reducing oligo-peptide tested in the breakthrough

clinical trials turned out to be a key active ingredient in the StriVectin cream."

In the trials, subjects applied the patented peptide solution to the crows' feet area on one side of the face, and a cream containing either retinol, vitamin C, or a placebo to the other side.

Subjects in the Pal-KTTKS/retinol study applied the cream once a day for 2 months and then twice a day for the next 2 months. Using special image analysis, the study's authors reported "significant improvement" in wrinkle depth, length, wrinkle volume, and skin roughness for those women using the peptide solution.

Better yet, at the 2-month halfway point, the peptide solution thickened skin nearly 1.5 times faster than retinol, and without the inflammation retinol often causes in sensitive skin. As was expected, the results of the remaining studies confirmed that the Pal-KTTKS solution's effectiveness at reducing the appearance of fine lines and wrinkles far exceeded both vitamin C and placebo.

A smoother, younger complexion, less irritation, fewer wrinkles, and faster results — all without expensive (and painful) peels, implants or injections.

### Better than Retinol and Vitamin C, But is StriVectin-SD<sup>®</sup> Better than Botox<sup>®</sup>??

Dr. Nathalie Cheveau, Director of Women's Health at Salt Lake City based Basic Research, exclusive distributor for Klein-Becker, explains, "Many researchers believe less invasive cosmetic alternatives are better than Botox (sometimes referred to as Botox<sup>®</sup> Cosmetic). That's because 'cosmeceutical' creams and gels offer gradual, continual results, while the effects of injections, facial peels, and dermabrasions wear off... in fact, you'll never look better than you do shortly after the inflammation and redness subside. Not one bit better."

"Furthermore," Dr. Cheveau continues, "Botox has been approved by the FDA for an extremely limited use — the tiny little space of deep furrows between the eyebrows — and can cause side effects such as 'headache, temporary eyelid droop, and nausea.' The active ingredient in StriVectin, on the other hand, has been shown to significantly reduce the appearance of that category of fine lines and facial wrinkles (including crows' feet)

that can add 10-15 years to your appearance... the type of fine lines and wrinkles Botox treatments leave behind."

In other words, StriVectin-SD helps give you a youthful, healthy, glowing complexion faster than retinol, far superior to vitamin C, and without irritation, needles, or surgery.

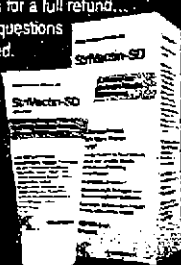
So, if you see someone applying an anti-stretch mark cream to their face, don't think they've gone on the deep end... they may be smarter than you think.

### Having a hard time finding StriVectin-SD<sup>®</sup>?

If you've been searching for StriVectin-SD, you already know it's become almost impossible to find. Don't bother with Neiman Marcus, they don't have it. Saks Fifth Avenue might be able to order it for you... Your best bets are SEPHORA shops, MISHKI, Lord & Taylor, or Oorringboles (they always try to keep it in stock) or, believe it or not, the pregnancy section of your local GNC or high-end supplement retailer. To be absolutely sure, you can order StriVectin-SD directly from Klein-Becker at:

**1-800-285-7481**  
or order online at  
**www.StriVectin.com**

Since StriVectin-SD was designed as a stretch-mark-reducing formula, it comes in a large, 6-ounce tube. At \$135.00, StriVectin-SD is not cheap... but when used as a wrinkle-remover, one tube will last approximately six months. By the way, StriVectin-SD is backed by Klein-Becker's money-back guarantee. If StriVectin-SD doesn't make your skin look younger, healthier, and more vibrant, simply return the unused portion within 30 days for a full refund... no questions asked.



**Call 1-800-285-7481**  
or order online at [www.StriVectin.com](http://www.StriVectin.com)

Study References:

<sup>1</sup> POJ18 "Efficacy of an anti-wrinkle treatment of a peptide: a 4-month clinical double-blind study in 200 women." 20<sup>th</sup> World Congress of Dermatology (60 subjects, 4 mos.)

<sup>2</sup> PO179 "Peptide offers improvement in human photoaged facial skin." 20<sup>th</sup> World Congress of Dermatology, 200 subjects, 14 weeks.

<sup>®</sup> Botox<sup>®</sup> is a registered trademark of Allergan, Inc.

<sup>®</sup> Botox<sup>®</sup> Cosmetic is manufactured by Allergan, Inc.

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