

## Special points of interest:

*Vitamin K1 Eye Cream*

*Botox Replacement*

*Concentrate*

*Phyto-hormones*

*High Tech Peel for the  
Skin*

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## OPUS BELLE . . . . . The Ultimate Weapon Against Skin Aging

JANSSEN COSMECEUTICAL has created the OPUS BELLE product line with sophisticated and innovative ingredients. OPUS BELLE and its revolutionary products perfectly focus on hormonal influences and mechanisms such as the reduction of estrogen production at the onset of menopause. The care of mature skin has predominantly been treated based on exogen or external factors; such as pre-mature skin aging due to sun damage (photo aging) for example. This effect has been achieved with the help of creams that hydrate the epidermis and provide sunscreens for sun protection. The so-called endogen (internal) factors have long been challenging to the sciences. The genetic “programming” or factors like the decline in hormone levels, starts as early as the 30’s or 40’s and then becomes obvious around the age of 50+. During menopause, estrogen production continuously declines resulting in a decrease of sebum, sweat gland production and cell regeneration. Also, during menopause the production of collagen and elastic fibers may dramatically be reduced, which causes one to have thinner skin with less elasticity. This is manifested with an increase in fine lines and wrinkles.



Opus Belle—The Art of Beauty

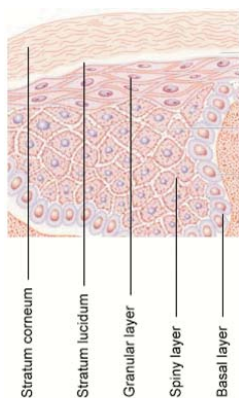
## The Aging of Skin versus The Art of Beauty

Coupled with the influences of exogen factors, additional degeneration processes will become visible, i.e. the degeneration of connective tissue (elastosis), pigmented areas, sensitivity towards UV light, rhombic marks on the skin surface (deep lines and wrinkles).

OPUS BELLE is specially designed to prevent the skin from both exogen and endogen influences.

OPUS BELLE is the perfect “cocktail” of innovative ingredients for 40+ women.

Read on to learn more details about these innovative ingredients and how they affect each layer of the skin. You will also find helpful information to use as a guide when talking to your customer about the aging process and how it affects their skin.



Layers of the epidermis

## Ingredients in the Epidermis

The epidermis is the outer layer of skin. The epidermis contains 5 layers. The top layer of the epidermis, the stratum corneum (horny layer), is made of dead, flat skin cells that shed about every two (2) weeks. Keratinocytes adhere to one another through desmosomes. These protein-based cell “connectors” will eventually be dissolved by the skin’s own proteases (protein decomposing enzymes). Healthy skin usually has a natural balance between cell proliferation in deeper skin layers and desquamation on the skin surface. Desquamation tends to slow down as we age. It is a fact that increased cell turnover in the epidermis results in a smoothing out of the surface of the skin; therefore the potential for proteases in cosmetics application is obvious. They intervene in

the bio-chemical mechanism of cell discharge – in the same way as the skin’s own enzymes do. However, one major obstacle exists when it comes to using proteases in cosmetics; their instability. These protein types are highly unstable in an aqueous environment. They decompose and break down into smaller particles, therefore losing effectiveness. Our chosen protease, **Subtilisin**, has overcome these problems with the development of a stabilized protease in the form of insoluble crystals which cannot be absorbed by the skin. **Subtilisin** is the proteases used in the *Skin Refining Enzyme Peel*, which mimics the skin's own enzymes that dissolves the desmosomes between the horny layer.

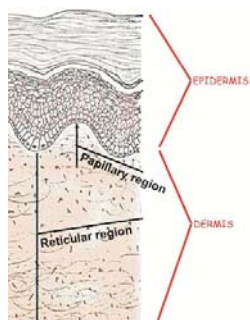
“Especially in the winter season, echium oil protects the skin from aggressive climate and helps keep the skin surface healthy.”

## Beneficial Oils and Extracts

**White Lupine** is an extract that works to stimulate cell renewal. This leads to improved cells in the area of the stratum corneum. The result is a tighter and firmer epidermis and an improvement in moisture retention. **White Lupine** (Struturine) is found in the following products: *De-Age & Re-Lift Cream, Extra Rich Convenience Cream, De-Age & Re-Lift Concentrate*.

**Echium Oil** comes from a small blue plant in the borage family cultivated in colder regions; derived from the seeds of *Echium plantagineum*. It has been traditionally used in herbal medicine since

medieval times. **Echium Oil** contains the richest source of stearidonic acid (8-14%) currently found in nature. Also, a high content (2-5%) of gamma linolenic acid makes this oil a unique composition of omega-3 and omega-6 fatty acids. **Echium Oil** is best suited for the prevention and treatment of all types of skin irritations. **Echium Oil** is found in the *Extra Rich Convenience Cream*.



Layers of the dermis

## Ingredients in the Dermis

The dermis is composed of three types of tissue that are present throughout – not in layers. The types of tissue are collagen, elastic tissue, and reticular fibers. The key type of cells in the dermis is fibroblasts, which synthesize collagen, elastin and other structural molecules. The proper function of fibroblasts is highly important for overall skin health. The fibroblasts are stimulated through the body’s estrogen production. As we age estrogen production decreases, resulting in decreased fibroblast activity or decreased

production of collagen and elastin. **Phyto-hormones** are found in red clover, green tea, chickpeas and in the root of Iris (*Iris florentina*) as well as in soy (especially rich in Isoflavonoids) which, when applied on human skin, penetrates in a few hours to the fibroblasts in the dermis – binding to the surface of the fibroblasts leading to an increased bio-synthesis of collagen and Elastin fibers. **Phyto-hormones** are in the following products: *De-Age & Re-Lift Cream, Extra Rich Convenience Cream, De-Age & Re-Lift Concentrate*.

## Ingredients in the Blood Vessels

In general, vessels are defined as hollow utensil for carrying something: a cup, a bucket, a tube. Blood vessels are hollow utensils for carrying blood.

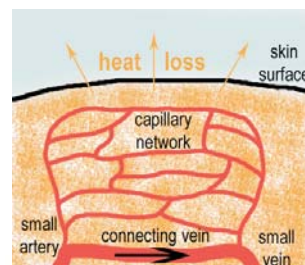
Located throughout your body, your blood vessels are hollow tubes that circulate your blood.

Dark circles under the eyes may result from a number of possible causes including environmental pollutants, hereditary factors (dark circles under the eyes tend to run in families), engorged blood vessels (because the skin under the eye is so thin, if the blood vessels becomes enlarged they tend to show up as dark circles), fatigue, allergies, over exposure to the sun, menstruation or pregnancy. Dark circles may be

simply a part of the aging process; when the padding from fat cells beneath the eye begin to thin with age, it can create a sunken look to the under eye area.

For a few years Vitamin K1 has been successfully incorporated in the cosmetics field to treat blood vessel damage (Couperose/Teleangiectasia) as well as for stress induced dark eye circles (blood penetration from the vessels into the tissue).

Dark eye circles can be effectively treated with Vitamin K1; it strengthens the delicate blood capillaries of the eye tissue, thus inhibiting the release of blood into the tissue. Vitamin K1 is found in our *Bi-Care Eye Cream*.



Vessels that circulate blood

## Ingredients in the Subcutaneous Tissue (Fatty Layer)

The subcutaneous tissue (a layer of fat and connective tissue) is important in the temperature regulation of the skin as well as the body. With increasing age, the number of fat cells are decreasing and therefore the skin is losing its natural padding. The skin appears hollow and haggard. This causes a visual appearances of more lines and wrinkles in the skin.

**Kombucha** is the name of an Asian beverage, developed by fermentation of sweet black tea and enhanced with the symbiosis of two micro-organism (fungus and bacteria). Used in folk medicine for centuries for its soothing effect on

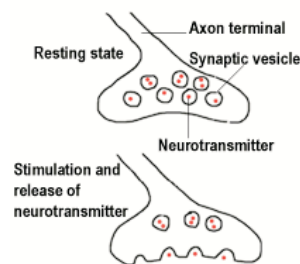
the human metabolism; it was only a matter of time before the cosmetics industry explored the use of this ingredient. Intense laboratory research proved that **Kombucha** encourages the new formation of fat cells – “lipofilling” by adipocyte differentiation. This is especially important as it promotes a 136% increase in the surrounding tissue. **Kombucha** increases adipocytes population in the skin and thus restores volume in deficient areas. The skin will appear taut, with a fresher appearance the same as a young skin appears. **Kombucha** is found in the following products: *De-Age & Re-Lift Cream*, *De-Age & Re-Lift Concentrate*, and *De-Age & Re-Lift Lotion*.

*“The subcutaneous tissue layer houses larger blood vessels and nerves.”*

## Botox Alternative Products.....How it Works

Botox is a trade name for botulinum toxin A. The botulinum toxins block the signals that normally tell muscles to contract. You may be wondering why anyone would want to have a botulinum toxin injected into his or her body. The answer is simple: If an area of the body can't move, it can't wrinkle. But there can be side effects to consider; injections are expensive and they only last for a few months. In the search of a safe ingredient N-Acetyl-Hexapeptid was discovered. This ingredient inhibits the docking of the vesicle at the cell lining, therefore the distribution of

neurotransmitters leading to muscle contraction. Its effect last several hours and it is completely harmless. Regular application (2 to 3 times daily) leads to a relaxation of the mimic muscular system and therefore prevents the development of expression lines and wrinkles. To achieve optimal results it is important that the N-Acetyl-Hexapeptid product is not only applied over the lines and wrinkles, but generously onto the surrounding skin area; the muscle tissue, 1 to 2 inches in distance of the expression line. N-Acetyl-Hexapeptid is found in the *De-Contract Serum Gel*.



1. Nerve activity bursts membrane
2. Muscle shortens / contracts
3. Botox prohibits muscle contraction

How botox works

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**SECRETS**

**2005 Trade Show Schedule**



FEBRUARY	International Congress of Aesthetics - February 20-21, 2005	Dallas, TX
	Spa & Resort Expo - February 27-28, 2005	Los Angeles, CA
MARCH	Congress de Esthetica Caribeno - March 13-14, 2005	Puerto Rico
APRIL	International Congress of Aesthetics - April 3-4, 2005	Philadelphia, PA
	American Spa Expo - April 17-19, 2005	New York, NY
MAY	International Esthetics, Cosmetics & Spa - April 30-May 2, 2005	Las Vegas, NV
JUNE	American Expo for Skin Care & Spa - June 4-5, 2005	Chicago, IL
SEPTEMBER	International Congress of Aesthetics - Sept. 24-25, 2005	Long Beach, CA
OCTOBER	International Congress of Aesthetics - October 22-24, 2005	Miami, FL
NOVEMBER	Face & Body - November 19-21, 2005	San Francisco, CA