

# SMOOTH™

## STEM CELLS

### THE ANTI-AGING BREAKTHROUGH!

**The Stem Cell Story:** The original research goal was to find a better way to help burn victims heal. However, if the activity of stem cells can heal burn victims and reduce scarring, just think about how this powerful stem cell technology can help smooth the appearance of the deepest wrinkles and make your skin look positively flawless...

Limitless Worldwide is proud to announce its exclusive license for SMOOTH™

A skincare breakthrough shown, in a verified clinical trial, to not only increase Skin Renewal Rate (SR2) so dramatically that it matched the skin renewal rate of women in their late 20's (29-year-olds, to be exact)... but to actually increase the potential for stem cell self-renewal and adhesion in adult skin. In other words, now you can finally harness the potential of your own stem cells to visibly lift, tighten and tone the entire facial area while reducing the appearance of the most aggressive deep wrinkles, crows' feet and uneven skin tone.

This may truly be the most profound advancement in skin-care science in more than three decades.



#### CLINICAL STUDIES ON THE KEY FUNCTIONAL INGREDIENTS SHOW:

**FACT**

A 43% reduction in the percent area occupied by deep wrinkles in just 2 months, resulting in dramatically younger-looking skin.

**FACT**

A 20.5% improvement in the jaw-line contour (anti-gravity effect) after 1 month, which increased to 24% after 2 months.

**FACT**

A 49% increase in skin moisture after a single application, and a 54% decrease in skin flakiness after just 4 weeks.

**FACT**

A 21% reduction in the appearance of dark spots after 1 month, which increased to 30% after just 2 months.

**FACT**

Over 91% of subjects evaluated saw brighter, softer, and more supple skin.

Completely hypoallergenic and free from harsh preservatives, dyes, and irritating fragrances, Limitless Timeless products truly are the "creams of the crop."

## NEXT-GENERATION SKIN CREAM

SMOOTH™ Advanced Stem Cell Rejuvenating Skin Cream includes a purified, peptide-rich functional ingredient from peas that helps preserve the phenotype of the keratinocyte stem cells and preserves the capacity of progenitor cells to renew the look of the epidermis. But the science of SMOOTH extends beyond stem cell technology. The results of its multiple key ingredients are described below.

**VISCO-ELASTICITY:** This is an objective measurement to assess the overall elasticity of skin and the propensity of wrinkles to appear as we age. Adults with greater skin elasticity have fewer visible wrinkles. In a striking study conducted on 26 female volunteers aged 54 to 75 years with sagging skin, a key SMOOTH compound and a placebo were applied twice daily (half face applications) for 2 months. The visco-elasticity of the skin was assessed at baseline and the 1-month and 2-month time points using the Aeroflexmeter® method. Results showed that the cohesion of the skin (which corresponds to width 25%/Uf) increased on average by 11.4% after 1 month ( $p < 0.01$ ) and by 14% after 2 months ( $p < 0.01$ ) compared to baseline for the SMOOTH compound. The maximum improvements were 58% and 61% after 1 and 2 months, respectively. The density of the skin (which corresponds to the slope of the cone) improved by an average of 10.0% after 1 month ( $p < 0.01$ ) and remained at a significant 9.2% ( $p < 0.01$ ) after 2 months compared to baseline, with maximum improvements of 32% and 34% after 1 and 2 months, respectively. Lastly, skin firmness (which corresponds to the maximum deformation Uf) improved by an average of 6.2% after 1 month ( $p < 0.01$ ) and increased to 7.8% ( $p < 0.01$ ) after 2 months compared to baseline, with maximum improvements of 24% and 28% after 1 and 2 months, respectively. In contrast, none of these parameters were statistically significant for the placebo.

**ANTI-GRAVITY:** This is an objective measurement of the skin's ability to resist the constant pull of gravity, and its visible aging effects. The anti-gravity effect of a key SMOOTH ingredient was determined by quantifying the surface area of a triangular area on the jaw before and after adhering a weight tied to a string from the skin surface. Results showed an average decrease of the triangular surface area by a dramatic 41.5% after 1 month and 43.6% after 2 months compared to baseline. These results were statistically significant ( $p < 0.05$ ) compared to the placebo, demonstrating the powerful anti-gravity effect.

**ANTI-WRINKLE:** The efficacy of a key compound to reduce the appearance of wrinkles was tested on 24 female volunteers (aged 39-74 years, with a mean age of 56 years). For 2 months (56 days) the women applied a placebo cream or the functional cream to either the right or left side of their face morning and night. The side that received either cream was determined randomly. Fine lines and wrinkles, skin relief and elasticity were measured at baseline and at the end of the study by profilometry. Results showed a significant decrease in mean volume of the main wrinkle and in the depth of the main wrinkle by 23.3% and 19.9%, respectively ( $p \leq 0.01$ ). Skin roughness and complexity also decreased significantly by 16.0% and 15.7%, respectively ( $p \leq 0.01$ ). Percent area occupied by wrinkles and the wrinkle density decreased by 39.4% and 32.6%, respectively ( $p \leq 0.01$ ). Each case was a significant improvement compared to baseline, whereas no significant improvement was observed on the placebo side.

**TEXTURE:** Skin smoothness was measured using an image-scanning method to record peaks and valleys of the skin, creating a 3D picture. Results demonstrate an improvement of 33% in skin smoothness after 2 weeks of application of the key SMOOTH ingredient. Skin smoothness further rose to 41% after 4 weeks ( $P < 0.01$ ).

**DIRECTIONS:** Begin with clean, dry skin. Dispense two to three (2-3) pumps of SMOOTH™ and apply twice daily to the skin. Gently massage into the face and décolleté until completely absorbed. Apply any remaining cream to the backs of your hands.

**INGREDIENTS:** Water (Aqua), Butylene Glycol, Glycerin, Betaine, Glyceryl Stearate, Hordeum Distichon (Barley) Extract, Helianthus Annuus (Sunflower) Seed Oil Unsaponifiables, Behenyl Alcohol, Cetearyl Alcohol, Isododecane, Theobroma Cacao (Cocoa) Seed Butter, Silica, Phytosteryl Isostearate, Dimethicone, Phellodendron Amurense Bark Extract, Hydrolyzed Pea, Algae Extract, Hydrolyzed Oat Protein, Glucosamine HCl, Citrus Grandis (Grapefruit) Peel Oil, Santalum Album (Sandalwood) Extract, Aloe Barbadosensis Leaf Juice, Oligopeptide-68, Acetyl Di-peptide-1 Cetyl Ester, Allantoin, Palmitoyl Tetrapeptide-7, Bisabolol, Saccharomyces Cerevisiae Extract, Palmitoyl Oligopeptide, Disodium Adenosine Triphosphate, Erythritol, Sodium Hyaluronate, Homarine HCl, Sodium Oleate, Sodium Phytate, Urea, Sodium Stearoyl Lactylate, Ammonium Acryloyldimethyltaurate/VP Copolymer, Xanthan Gum, Dimethicone Crosspolymer,

**CONTOUR:** The FOITS technique (Fast Optical in vivo Topometry of Human Skin) was used to visibly and objectively assess jaw line shape, a touch-free technique that allows three-dimensional information to be gathered directly from the surface of the skin. Results for the lipopeptide show an average decrease in jowl surface area by 4.7% after 1 month ( $p < 0.01$ ) and 11.3% ( $p < 0.01$ ) after 2 months compared to baseline with maximum reductions of 19% and 21% after 1 and 2 months, respectively. The results were not significant for the placebo.

**VISIBLE LIGHTENING OF AGE SPOTS:** A trial was conducted including 23 female volunteers aged 33-55 years with at least one hyperpigmented facial spot who applied a key SMOOTH compound to the face twice daily (morning and evening) for a period of 56 days. Assessment of color on the pigmented spot area was conducted using a Spectrophotometer CM-2600d (via analysis of the  $L^*$  parameter) at day 0, 28, and 56. At the same time points, clinical evaluation was performed by a dermatologist using a color scale. Additionally, subjects completed a self-evaluation questionnaire at the end of the study, day 56. Results from the colorimetric measurement showed that  $L^*$ , the "lightness" parameter, increased by 1.9% after 28 days ( $p < 0.001$ ) and by 2.9% after 56 days ( $p < 0.001$ ) specifically on the facial pigmented spot. The results from the clinical scoring showed that the pigmented spots visibly lightened by 21% after 28 days ( $p < 0.001$ ) and by 30% after 56 days ( $p < 0.001$ ). Furthermore, after 56 days of use, 87% of the volunteers agreed that their skin tone appeared more uniform, and 100% agreed that their skin was softer and suppler.

**DEEP MOISTURIZATION:** The capacitance measurement used in corneometry is directly related to the water present in the epidermis. The 1-MHz corneometry transducer is reported to determine the water content over an analysis range up to a depth of 100 micrometers. After the application of a key SMOOTH compound, the hydration kinetics showed hydration that was significant from the outset (about 28% 1 hour after one application) and finished at 35.5% at 7 hours. The difference between placebo was statistically significant ( $p < 0.01$ ).

**SKIN CLARITY:** Skin clarity was determined using chromametry. Clarity is a complex factor relating to skin luminosity and skin color. Specifically, chromametry provides an assessment in skin color changes ( $a^*$ ,  $b^*$ , and  $L^*$  values), where clarity is determined by the value of  $(a^{*2} + b^{*2})^{1/2} / L^*$ . Results from this analysis demonstrated that the functional SMOOTH complex led to a 33.8% improvement in skin clarity compared to placebo after 1 month ( $p < 0.05$ ), which increased to an impressive 45.1% compared to placebo after 3 months ( $p < 0.05$ ).

**CELLULAR RENEWAL:** Cellular renewal (or rate of exfoliation) was assessed via opacity measurements of D-squame tapes on 10 volunteers. Here, D-squame tapes are applied to the skin using a standardized pressure, and then removed. The opacity of the tape is assessed using a focused beam of light detected by a photo cell, where values are compared to calibration standards to determine skin renewal rates. Results showed that cell renewal increased by 20.5% after 2 weeks compared to baseline ( $p < 0.01$ ) on skin sites receiving the functional compound. These results remained significant after 4 weeks with an increase in epidermal turnover of 22.6%, ( $p < 0.01$ ). To assess average squame size (or the average size of exfoliate cell "clumps"), tape stripping was conducted on the volunteers at baseline, 2 weeks and 4 weeks after twice daily application of a cream containing the functional complex to the skin. The D-squame tapes were then placed on a black background and photographed via digital imaging and analyzed for average particle size with an Impact Image Processing program. Results show a significant 32.1% decrease in cell clump size after 2 weeks compared to baseline ( $p < 0.05$ ), which further decreased to 49.3% after 4 weeks ( $p < 0.05$ ).

Polysorbate 20, Hydroxyethylcellulose, Hydrogenated Lecithin, Carbomer, Disodium EDTA, Retinyl Palmitate, Niacinamide, Phenoxyethanol, Pentylene Glycol, Sorbitan Laurate, Caprylyl Glycol, Hexylene Glycol, Ethylhexylglycerin, Tocopheryl Acetate.

**CAUTION:** For topical use only. Before using SMOOTH on a regular basis, test it on a small area of your forearm. If redness/rash or itching occurs, discontinue use and call our product support department at: 1-800-429-4290. For external use only. Avoid direct contact with the eyes. If product comes in contact with eyes, flush with warm water.

**NOTE:** For additional information on this or other Limitless products, please call our product support department at: 1-800-429-4290.

Use only as directed. Keep out of reach of children.  
Store at controlled room temperature: 15°-30°C/59°-86°F.

Manufactured by  
Limitless Worldwide, LLC  
Salt Lake City, Utah 84116