



SKIN BRIGHTENING SYSTEM

THE REVOLUTIONARY POWER OF FOAM

CLINICALLY PROVEN
TO TREAT PIGMENTATION
AND PHOTODAMAGE
OF THE FACE

VIVATIA®
FOAM FOR YOUR SKIN

Powerful 3-Piece Regimen Kit



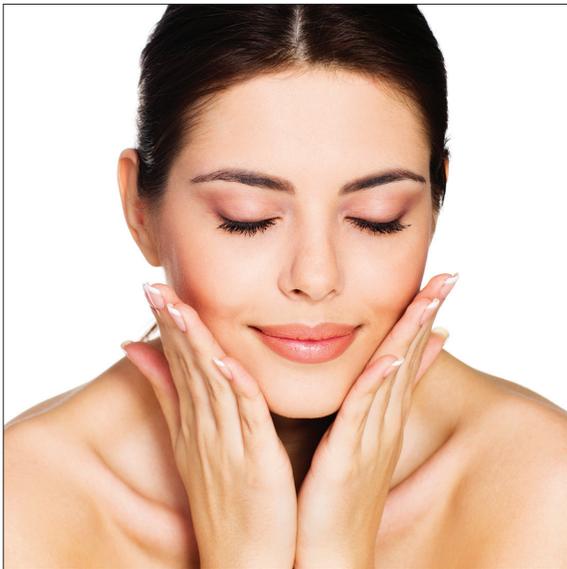
“Foam drug delivery systems increase the effectiveness of therapy by instant absorption and improving patient compliance”¹



NEW VIVATIA SKIN BRIGHTENING SYSTEM USES REVOLUTIONARY FOAM TECHNOLOGY

MACRO-ENCAPSULATION BENEFITS OF VIVATIA'S FOAM TECHNOLOGY

Vivatia's Foam Technology segregates active ingredients between oil soluble (emollient) or water soluble (humectants) components providing even dispersion on the skin surface for enhanced absorption.



Vivatia Foam is a rich, lipophilic emulsion foam which contains professional levels of effective ingredients in their most effective forms.

Patient Application Benefits of Using Foam:

- Patient preferred vs. creams, lotions, and gels
- Proven greater compliance
- Enhanced skin absorption
- Ease-of-application
- Even spreadability of active ingredients
- No greasy or sticky residue remaining on skin
- Won't interfere with the application of make-up

VISIBLE RESULTS

VIVATIA BRIGHTENING SYSTEM

A SKIN BRIGHTENING KIT WITH PROVEN RESULTS

“Pharmaceutical foam drug delivery is more successful in dermatology because of ease-of-application, good spreadability, than any other topical dosage form ...”²



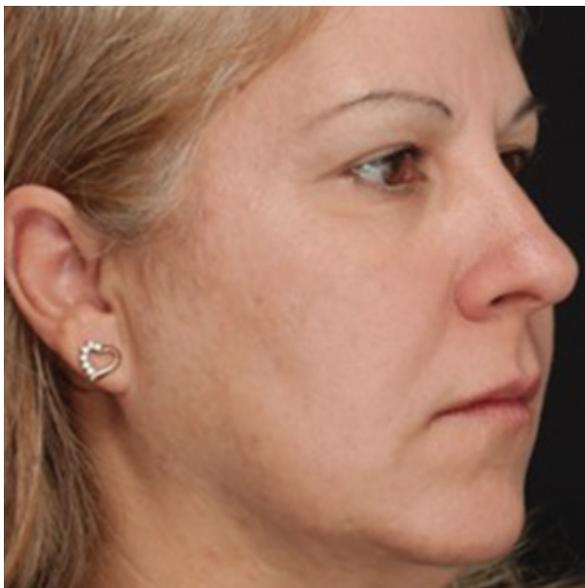
Baseline



VIVATIA at 7 Weeks



Baseline



VIVATIA at 4 Weeks*

* Data on File

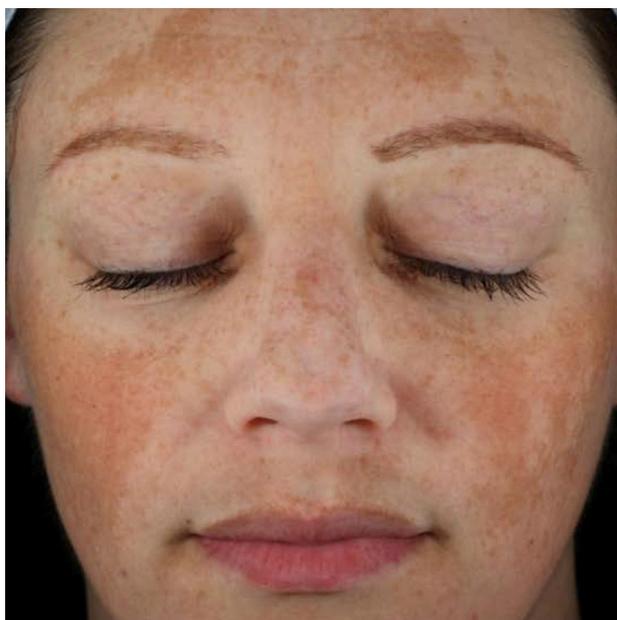
VISIBLE RESULTS

OVERWHELMING CLINICAL PROOF

Fast, dramatic results at a lower percentage of hydroquinone

Dramatic improvements in pigmentation and photodamage with strong clinical and photographic evidence.

Top photos are split-face comparisons with Vivatia 2% HQ vs. 4% HQ. Vivatia is placed on the patient's left side of the face. The right side of the face is 4% HQ, n= 22.*



Baseline



4 Weeks



Baseline



VIVATIA at 4 Weeks

* Zel Skin & Laser; Split-face study. 2x/daily application. Blinded clinician assessment at 4, 8 and 12 weeks. N=22.

VISIBLE RESULTS

VIVATIA SKIN BRIGHTENING SYSTEM

Fast, dramatic results at a lower percentage of hydroquinone

Top photos are split-face comparisons with Vivatia 2% HQ vs. 4% HQ.
Vivatia is placed on the patient's left side of the face. The right side of the face is 4% HQ, n= 22.*



Baseline



12 Weeks



Baseline



VIVATIA at 12 Weeks

* Zel Skin & Laser; Split-face study. 2x/daily application. Blinded clinician assessment at 4, 8 and 12 weeks. N=22.

THE SKIN BRIGHTENING SYSTEM POWERHOUSE: KEY INGREDIENTS



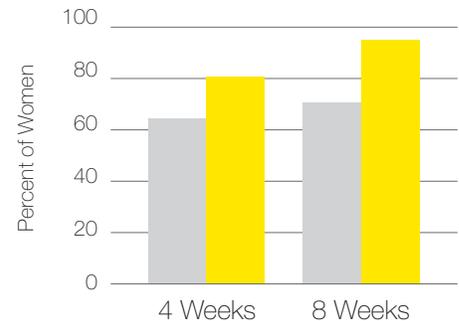
Brighten 10

Hydrating formula in our proprietary foam delivery contains 2% hydroquinone plus 9 complementary ingredients that even the appearance of skin tone and dark spots for more luminous-looking skin.

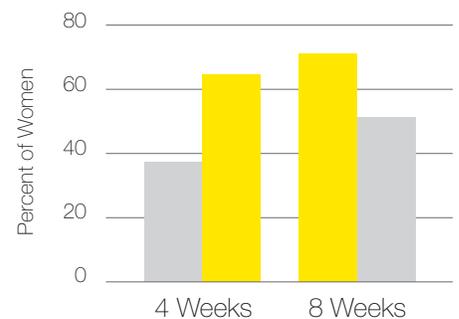
- Higher % of women had results at week 4 with 2% HQ vs. 4% HQ.
- Percent of women who showed improvement matched 4% HQ at week 8.

2% HYDROQUINONE PROVEN TO BE AS EFFECTIVE AS 4% HYDROQUINONE.*

OVERALL PHOTODAMAGE



MOTTLED PIGMENTATION



Blinded clinician assessment at 4, 8, and 12 weeks (n=14)



POWERFUL INGREDIENTS AT THERAPEUTIC LEVELS:

- **Hydroquinone (2%):** Lightens skin by inhibiting melanin production. Blocks an early step in the conversion of tyrosine to melanin by inhibiting the activity of tyrosinase.
- **Alpha Arbutin (2%):** Blocks epidermal melanin biosynthesis by inhibiting tyrosine.
- **1-Methylhydantoin-2-imide (1.0%):** Amino acid, brightens skin.
- **Niacinamide (4%):** Vitamin B3 that reduces fine lines and wrinkles, builds skin barrier. Reduces melanosome transfer to keratinocytes.
- **Whitonyl (Palmaria palmata extract) (4%):** Inhibits the synthesis of melanin via tyrosinase inhibition and transport of melanosomes.
- **Kojic acid (1%):** Lightens skin by inhibiting melanin production by inhibiting tyrosinase.
- **Licorice root (0.05%):** Decreases the activity of tyrosinase and inhibits the synthesis of melanin.
- **Tetrahexyldecyl Ascorbate (0.5%):** Antioxidant that lightens skin by reducing melanocyte activation.
- **Dermostatyl (1.0%) (Dextran, Hexapeptide-2)** Skin brightening peptide that acts against MSH.
- **Achromaxyl (Glycerin, Brassica Napus Extract) 3%:** Botanical extract with antioxidant actions.

* Data on File

VIVATIA SKIN BRIGHTENING SYSTEM

VIVATIA DELIVERS THE HIGHEST LEVELS OF INGREDIENTS FOR MORE VISIBLE SKIN RESULTS



Repair 0.5% Retinol

Unique retinol treatment combines stabilized retinol with a proprietary mix of anti-aging ingredients such as antioxidants, peptides, and vitamins which helps reduce the appearance of fine lines and wrinkles for more radiant-looking skin.



KEY REPAIR INGREDIENTS:

- **Retinol:** Vitamin A derivative, stimulates cell turnover to remove epidermal melanin. Also stimulates collagen and glycosaminoglycans (GAGs) production. Special biological polymers mainly responsible for holding moisture in the skin.
- **Niacinamide:** Vitamin B3 that reduces fine lines and wrinkles and builds skin barrier. Reduces melanosome transfer to keratinocytes.
- **Vitamin E:** A fat-soluble antioxidant that fights against free-radical damage to the lipids on the surface of the skin. It strengthens the cell membrane structures and has anti-irritant and anti-inflammatory properties.
- **Triple A Complex:** An algae extract rich in amino acids, polypeptides, combined with a natural plant extract. Has anti-stinging, anti-inflammatory and anti-irritant properties.
- **Peptides:** Chain of amino acids. Helps promote collagen production and reduce appearance of fine lines and wrinkles.
- **Fruit seed extracts, ceramides and lipids:** Skin barrier repair ingredients.
- **Hyaluronic Acid:** Hydration and skin barrier repair.

VIVATIA®
FOAM FOR YOUR SKIN

VIVATIA BRIGHTENING SYSTEM

POWERFUL ANTI-AGING

KEY AESTHETIC BENEFITS

- > Vivatia's Foam Technology: Delivers highly concentrated levels of ingredients in an elegant formula designed to be safe and effective.
- > Visible Results: Dramatic improvements in pigmentation and photodamage with strong clinical and photographic evidence.
- > Simple & Affordable: Easy to use, 3-piece, anti-aging and pigment skincare system.

VIVATIA BRIGHTENING SYSTEM IN AN EFFICIENT REGIMEN KIT

Gentle Hydrating Cleanser

am/pm

Ultra-gentle cleanser helps clear away dirt, impurities and make-up while prepping the skin for Repair and Brighten 10.



Brighten 10 Brightening Complex

pm/am optional

Hydrating formula in our proprietary foam delivery contains 2% hydroquinone plus 9 complementary ingredients that even the appearance of skin tone and dark spots for more luminous-looking skin.

Repair 0.5% Retinol

(retinol foam) pm

This unique retinol treatment combines stabilized retinol with a proprietary mix of anti-aging ingredients such as antioxidants, peptides, and vitamins, which helps reduce the appearance of fine lines and wrinkles for more radiant-looking skin.

References:

1. Tamarkin D. Foam: A Unique Delivery Vehicle for Topically Applied Formulations, in *Formulating Topical Applications - a Practical Guide*, Dayan N, Ed., Carol Stream, IL: CT Books, Chapter 9 (2013), pp. 233-260.
2. Pharmaceutical Foam Drug Delivery System: General Considerations; NG. Shindeet. et. al., Department of Pharmaceutics, Satara College of Pharmacy, Degaon, Satara-415004, (MS) India.