



Skin aging

# ONE-WAY STREET?

It must not be this way!

Your skin's  
**biological**  
*mechanisms*

The Beauty  
**Clinic** for  
your home

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## GLOSSARY

# 1 FOREWORD

## WHAT HAPPENS WHEN SKIN AGES?

### DR. MED. BERND HILDENBRAND

Medical doctor and scientific expert on  
Molecular, Cellular and Immune Therapy



Human skin ages due to inner and **outer factors**. Protecting our skin from the sun, the wind or bad weather, and a healthy nutrition, stress reduction and renouncing nicotine all have a positive effect on the skin's health. Yet it is inner factors, which are **within our genes**, which can make a lasting difference in your skin's health.

Cell activity and cell regeneration have a **major influence in skin aging**. These already start to vanish in the third decade of our lives, even though we begin to see the outer signs of skin aging a bit later on in life. New research shows that cell regeneration is triggered by so-called skin stem cells. These can be found in stem cell niches within the basal membrane of the skin. These niches produce cells according to the skin's needs. Yet the passing of time slows down this process and the skin begins to have **less and less of these younger skin cells**, which are highly metabolic-active, thus depressing cell regeneration.

As a consequence, the skin's fat, protein and water content start to vanish and toxins are eliminated less efficiently. The skin then turns dry and brittle; it loses its elasticity and becomes prone to discoloration and contamination from the environment. The reduced regeneration ability of older skin means weaker defenses against pathogens trying to invade the body, increasing the risk of infections and causing wounds to heal much slower.

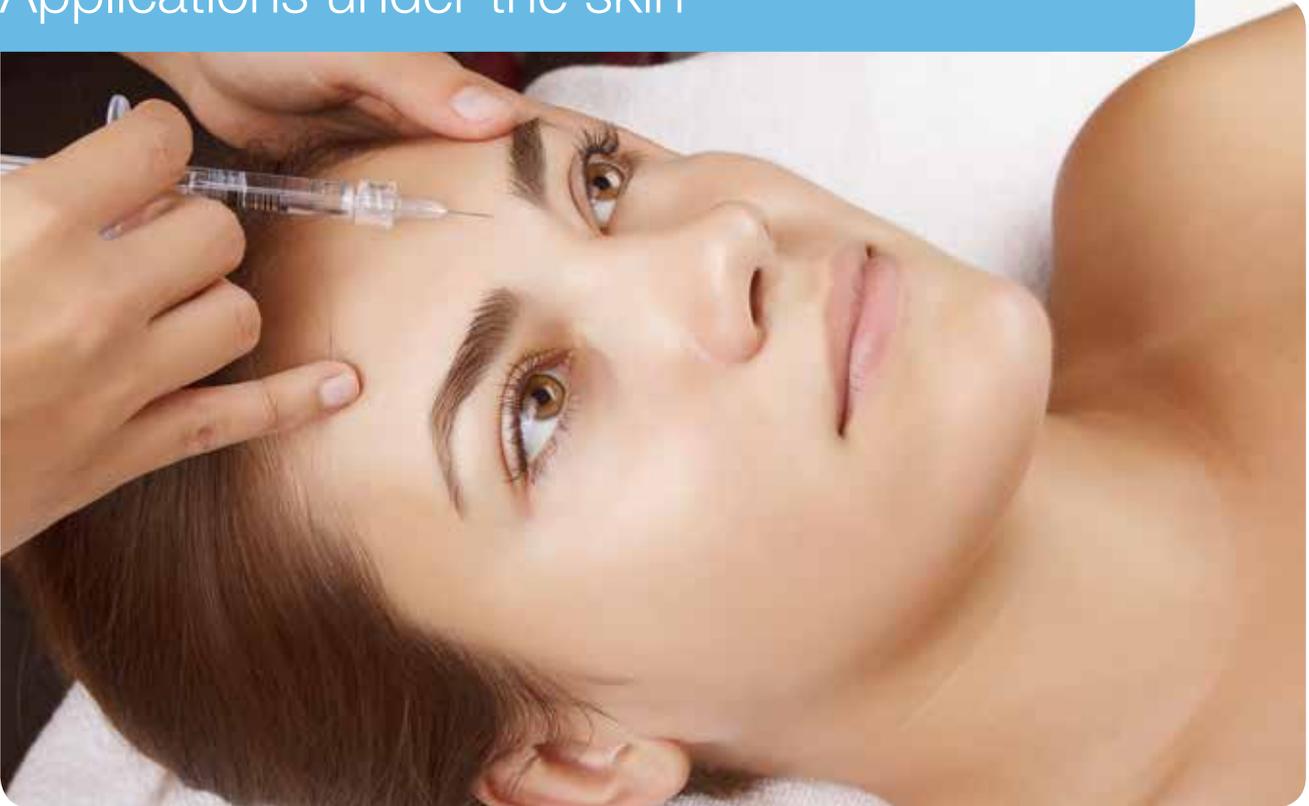
The most effective method to counteract the skin's aging process is to increase its cell activity and cell regeneration process. This is why high-quality cosmetics do not only target the most superficial layers of the skin but also promote natural skin regeneration from the inside.



## 2 TREATMENT APPROACH

### WHAT CAN I DO TO LOOK YOUNGER?

#### Applications under the skin



In order to provide our skin with a younger, fresher appearance, there are diverse application methods for under and on the skin:

#### **Subcutaneous injections**

Subcutaneous injections place filling material or fillers under the skin to even out wrinkles.

#### **Botox (botulinum toxin)**

Botox is injected under the muscle and numbs the nerves. This prevents the muscles from tensing and impedes the skin from wrinkling.

#### **Micro needling**

Very small needles on a roller cause microscopically small injuries on the skin's surface. This triggers the nervous system's regeneration mechanisms. Then, collagen and other materials provide a younger, fresher skin appearance.



The effect duration of most methods is limited. All subcutaneous treatments carry risks such as **inflammation or hardenings**.

## 2 TREATMENT APPROACH

### Methods for the upper layer of the skin



#### **Application of cosmetics**

With help of preventive cosmetics, important substances which are already present in the body but decay with age can be applied to and absorbed by the skin's surface. These substances then penetrate the deeper skin layers and trigger regenerating effects:

**Hyaluronic acid** is a natural humectant agent for your skin. This substance helps re-stock the fluid deposits within the skin and supports skin vessels.

**Collagen** is a key component of the skin as well as an important structural protein in the human body. It keeps the connective tissue together and is responsible for your skin's firmness.

**Q10** protects the cells from aggressive oxygen-linked contaminants which accelerate the skin's aging process. It helps the skin to regenerate and reduces the signs of aging.

# 3 YOUR SKIN'S BIOLOGICAL MECHANISMS

## SCIENTIFIC AND THERAPEUTIC INSIGHTS

### Fast healing of the skin after injuries



Improving the skin's condition is a key topic in the medical field, especially when it comes to wound care.

Prof. Dr. Albert Landsberger and Prof. Dr. Franz Schmid had already employed cell extracts back in the 1960 and 1970's at burn care centers in Heidelberg and Aschaffenburg. Prof. Dr. Schmid achieved impressive results by applying skin cell extracts on open wounds caused by third degree burns: **the skin treated with this method healed much faster and presented much less scarring.**

Prof. Dr. Landsberger developed a zinc-based skin cream with cell extracts meant to be applied on skin burned by radiation. This leads to a faster healing and to less remaining damage on the skin.

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#### <sup>1</sup> Prof. Dr. med. Albert Landsberger:

Dr. Landsberger worked for a long-time as Anatomy and Cell Biology professor at Heidelberg University besides his work as a medical doctor at the University Clinic Heidelberg. From 1982 to 1991, he was the President of the Society for Biological Cancer Defense (German: Gesellschaft für Biologische Krebsabwehr e. V). Prof. Dr. Günter Blobel, the Medicine Nobel prize winner 1999 confirmed with his research Prof. Dr. Landsberger's experiences on protein-based signals which conduct the transport and location of cells. In 1986, Prof. Landsberger was awarded with the Federal Merit Cross from the Federal Republic of Germany due to his cancer research and treatment experience.

#### <sup>2</sup> Prof. Dr. med. Franz Schmid:

Prof. Dr. Schmid accumulated over 35 years of practical experience at the University Clinic Heidelberg and as Chief Physician at the State Children's Clinic Aschaffenburg. "Life does not mean everything for the cell, yet there can be no life without the cell" was his inspiration to treat over 6,000 complex cases. More than 600 publications in specialized medical journals and 52 books are the undeniable evidence of his research and therapeutic success.

Both professors led the way in the 60's and 70's regarding burn injuries, for which their knowledge of cell extracts came to good use.



### 3 YOUR SKIN'S BIOLOGICAL MECHANISMS

#### Natural cell regeneration



Biologic Medicine employs the **regenerative effect of cell extracts** in order to improve body functions, f.e. of joints, brain, heart, eyes or the immune system. By administering cell extracts gained from homologous organs, the cellular metabolism is stimulated, which in turn leads to a natural regeneration of the body. Even cancer therapy benefits from this method.

Skin, our largest organ, has an immense regenerative capacity compared to other organs such as the brain or the bone marrow. Thanks to its very high regeneration abilities, we can achieve **rapid improvements of the skin** thanks to the biological effect of cosmetic products which contain these same effects.

Cell research has significantly advanced since the time of Prof. Dr. Landsberger and Prof. Dr. Schmid and has further increased the medical potential of this cosmetic method.

## 4 NATURAL STRENGTHENING FOR YOUR SKIN'S REGENERATION

### FUNCTIONING PRINCIPLE OF CELL ACTIVATION

How does skin care through cell activation work?



The medical know-how concerning cell regeneration activation can now be employed in anti-aging treatments for the skin. Most of the skin aging processes can be traced back to the cell's metabolism. From a different perspective, an active skin cell metabolism promotes a young and firm skin.

Classic cosmetic products currently available on the market provide valuable substances like collagen, hyaluronic acid, vitamins and Q10 to the skin.

An additional **cell activator** provides long-term rejuvenation for the skin, supercharges the natural cell metabolism and **strengthens the working principle of cosmetic active ingredients**.

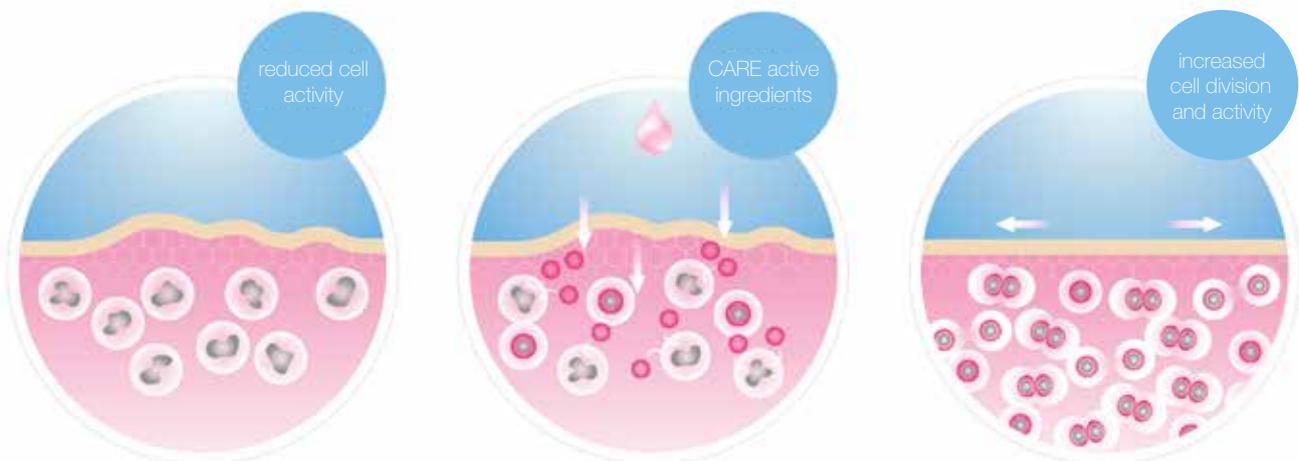
## 4 NATURAL STRENGTHENING FOR YOUR SKIN'S REGENERATION

What are cell activators?



Cell peptides, extracted from natural cells, are cell activators: microscopically small cell components, which stimulate the cell's metabolism upon application on the skin and trigger a natural regenerative effect.

Vermonde GmbH, a German company located in the heart of beautiful Bingen am Rhein, has specialized among others in cell cosmetics, and developed CARE (Cell Activity Regeneration Effect)



*About CARE*

The functioning principle of CARE is based on the renovation of skin stem cells. Cell peptides are organic molecules which are easily absorbed by the skin thanks to the CARE effect. Administering cell peptides boosts the skin's metabolism.

## 5 THE BEAUTY CLINIC FOR YOUR HOME

A CARE SERIES FOR VIRTUALLY ALL SKIN TYPES

### Smart Anti-Aging at Home



Cosmetic products that show high-performance and have an actual effect from the medical perspective were previously only available in high-end cosmetic studios. The benefit of the CARE principle in the cosmetics field is its very powerful yet natural anti-aging mechanism, which can now be easily acquired for your home's everyday cosmetic collection.

Thanks to the development of the Cellusana® Skin Care Series, nobody ever has to spend costly hours in a beauty clinic anymore.

While the effect of longer, intensive cures reduces over time, **biological cell activation as a key step of your daily skin routine** ensures a lasting yet natural effect for younger, fresher skin.

Some of the most ancient and best preserved methods of natural cosmetics have been combined with the experience of cell extract pioneers, Prof. Dr. Landsberger and Prof. Dr. Schmid, in order to develop a highly effective anti-aging skin care series: the Cellusana Skin System. These modern biologic cosmetics with cell activators can now be used in the comfort of home, making the benefits of cell regeneration available for everybody.

## 5 THE BEAUTY CLINIC FOR YOUR HOME

Professional Skin Care Series based on Cell Extracts



### Focus on what's essential

The highly effective CARE mechanism is based on the substances present within the Cellusana Skin Care Series, which ensure a younger-looking skin. Virtually every skin type can be treated by means of these less numerous, yet more effective products for optimal results. Complicated and time-consuming skin care kits are a thing of the past, because modern skin care can be so easy!"

Cellusana Skin Care Series consists of **professional skin care products** with a unique cell regeneration mechanism (CARE) conceived for daily use and available 24/7 under [www.vermonde.com](http://www.vermonde.com)

## 5 THE BEAUTY CLINIC FOR YOUR HOME

### Professional Skin Care Series based on Cell Extracts



Cellusana combines the **best active ingredients both from the medical and cosmetic field** to ensure a natural regeneration of the skin:

- Cell peptides for increased cell activity,
- Q10, hyaluronic acid and collagen to maintain the skin's humidity,
- and aloe vera and natural oils for a silky skin.

The combination of these **active substances** has been perfected for decades. The active substances are cell peptides developed from cell research. These amino acids are rapidly absorbed by the skin and trigger regenerative effects. **The skin is optimally nurtured, becomes firmer, and shows a juvenile appearance.**



Purely herbal oils nurture and soften the skin. Without any perfumes or parabens, Cellusana is also optimal for very sensitive skins. Combined with all other ingredients, the Cellusana Skin Care System based on the CARE principle is a revolution in natural skin regeneration from the inside to the outside.

**Cellusana CARE** - The deep care for your skin's regeneration

## 6 GLOSSARY

### Aloe vera

Healing plant, whose thick leaves contain high concentrations of minerals, vitamins and amino acids. On the skin, aloe vera has antiseptic properties, while also providing humidity and activating cell regeneration.



### Amino acids

Organic chains, which work as natural construction material for proteins. Amino acids regulate the metabolic process of the body and form tissues.

### Botox

Nervous toxin with muscle-paralyzing effects which has been employed since the 1980's to treat wrinkles. Prevents muscle activity, thus reducing wrinkles. The effect usually vanishes after 2 to 6 months.

### Cell peptides

These are extracted from natural sources and can be used on as well as under the skin. They stimulate the cellular metabolism and regeneration of the organ in question, f.e. the skin.

### Collagen

Component of the connective tissue and the skin, yet with lower ductility. Provides elasticity and flexibility to the skin. Is frequently used as filler.

### Filler

Substances usually injected under the skin to reduce the wrinkle's depth: hyaluronic acid, collagen, autologous fat and botulinum toxin. Silicone is also used as filler, yet it is very difficult to remove from the skin later on.

### Hyaluronic acid

Component of the connective tissue which can contain high amounts of water and supports the skin's firmness. Used in cosmetology as filler or as a micro component in creams.



### Q10

Autologous coenzyme, which helps convert food into energy. Protects the cells from aggressive free radicals and prevents early aging.



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