

THE MEDICINE ENVIRONMENT OF THE FUTURE







he year was 1977 and for those interested in truly effective anti-aging skin care, there were no real options. Spas were few and far between and medical spas had yet to be invented. It was against this backdrop that Essential Skin Solutions' founder Carell Zaborski found herself when

she visited renowned plastic surgeon and Order of Canada recipient Henry J. Shimizu B.Sc., M.D., F.R.C.S.(C), who had been a lecturer at the esthetics school that she was attending, requesting either dermabrasion or a phenol peel to treat her acne and acne scarring. Dr. Shimizu advised Carell that either of these two procedures were far too drastic for her and that if she wanted to treat her acne she should do some research and see what else was available.

It was after this appointment with Dr. Shimizu that Carell, who had already been researching new developments in skin care since her teens, started spending her free time learning everything that she could about the newly-patented topical medication Retin-A® (generically known as tretinoin), that was just starting to be used to treat severe acne. The problem was, however, that Carell could not find a single doctor who was familiar with the properties of Retin-A®.

Not one to be easily deterred, Carell learned as much as she could about the use and prescription of Retin-A® and, once again, approached Dr. Shimizu – but this time with a proposal. With her comprehensive research to back her up, Carell asked Dr. Shimizu to prescribe Retin-A® for her and, in effect, use herself as a guinea pig, becoming his first clinical trial. The results were amazing and convinced both Carell and Dr. Shimizu that Retin-A® was not only the best tool by far that they had seen in treating acne, but would also be a valuable tool in combating the skin's aging, as well. Armed with this new information, Dr. Shimizu began to prescribe Retin-A® to some of his other patients. Unfortunately, however, many of the other patients complained about the adverse side effects, and few seemed to be getting the same wonderful results that he had witnessed with Carell.

Frustrated by this, Dr. Shimizu called Carell and asked her if she would talk to some of his patients and explain to them how they too could achieve the results that she had. Carell, who was at this time, trying to decide whether or not to go back to school to study medicine, as she had developed a very serious interest in dermatology and plastic surgery, was only too willing to help. Over the next few months Carell started spending more and more of her free time talking to and meeting with Dr. Shimizu's patients. Moreover, even though she was only in her early 20's, Carell had become convinced that Retin-A® could have extremely beneficial results when used as an anti-aging treatment.

It is said that necessity is the mother of invention, and from the necessity of Dr. Shimizu needing someone to counsel his patients about skin care, Carell came up with the idea of opening a skin care clinic that would provide the much needed education and support to a growing group of people who were increasingly fed-up with the lack of results that they were achieving with the skin care products available. A few months after Carell had first approached Dr. Shimizu, she once again approached him – This time with a business proposal.

Carell proposed that she open an esthetic clinic and work in conjunction with Dr. Shimizu. Her idea was to offer his patients, many of whom were burn survivors; as well as his cosmetic surgery patients and the general public, a venue where they could get the best and most effective skin care products on the market. From this idea the Corrective Skin

Care Institute Inc. was born. Looking back now, when there seems to be a spa on just about every other block and where medical spas are as common today as they were unheard of back in the 70's; this may seem like no big deal, but the reality is that. in opening Corrective Skin Care, Carell had created what was one of the very first medical spas world-wide and had started herself on a road that would eventually lead to her becoming distributor both а and developer of highpotency skin-care products.

Carell worked side-by side with Dr. Shimizu for the next decade, trying virtually every new skin care line that came out. There were a





few lines (that are still widely used today) that she found to be somewhat better than most, but, in general, she was dissatisfied with the products that were available and continued in her quest to find a truly effective anti-aging skin care product.

Then, in 1988, a new skin care line came out that, combined with Retin-A®, showed real promise as both the treatment for hyperpigmentation as well as an anti-aging treatment. Carell learned everything that she could about this new product and, with Dr. Shimizu prescribing the Retin-A®, began to sell it in Corrective Skin Care.

Impressed with the results that this new product was able to give, Carell convinced Dr. Shimizu to become her business partner in a new venture; becoming its Canadian distributor. While over the next decade she was able to build this distributorship from having zero revenues into being a multi-million dollar company, she was never quite satisfied with the product. True, it did offer far better results than anything else that was out there, but it did so because of two key ingredients: Retin-A® and Hydroquinone. Virtually everything else in the line was really not that different from the other products available on the market. There must be a better way.

As the distributor of a physician-prescribed skin care line, Carell found herself attending many medical and pharmaceutical conferences and trade shows, at which she made many connections within the medical and pharmaceutical communities. It was these connections that led to her next venture – the development and launch of the System for Optimal SkinTM (SOSTM). In the mid 90's,



convinced that there must be a way to achieve the results Retin-A® that and Hydroquinone could offer without the adverse side effects, Carell started to approach the pharmacologists and pharmaceutical chemists whom she had met, with the intention of developing a skin care line that would offer the best of both worlds optimal anti-aging and anti-hyperpigmentation results without any negative side effects.

At first these chemists were unwilling to help, as they saw themselves developing drugs and medications, not skin care products, which they considered to be just cosmetics. But again, Carell's tenacity paid off and she was able to convince a

number of world-renowned scientists that her quest was both serious and possible. The development of what would come to be known as the System for Optimal Skin[™] (SOS[™]) had finally begun.

- Over the next decade, with Corrective Skin Care serving as a valuable venue to test new developments and products, the international scientific team that Carell had assembled worked tirelessly to formulate new skin care products using technologies that had, up to this point, never been used in a skin care line.
- As a starting point, Carell and her team of pharmacologists and chemists set the ground rules for how the new product line was to be developed: It was agreed that only the best, most effective

ingredients at their optimal strengths would be used and that all ingredients would be of pharmaceutical quality; with special attention being paid to the stability and bioavailability of the ingredients. Knowing the importance of delivering these ingredients to the most advantageous depth in the skin, a lab was contacted that specialized in one thing and one thing only: providing systems that deliver medications to specific areas of the body. With this, another piece of the puzzle fell into place.

While there are many fantastical claims being made by skin care products, Carell and her team knew that, if they were to formulate a line that accomplished everything that they wanted to accomplish, its effectiveness would need to be based on the ingredients reaching their optimal depth and remaining there for enough time to do their job. One parameter that was agreed upon was that the new line would not cause any of the adverse side effects that were associated with skin care lines that were based on the results of Retin-A® and Hydroquinone (HQ). Thus the time that the products would take to deliver their optimal beneficial effects would need to be measured in skin cycles, not hours or days.

With the average skin renewal cycle varying from four to six weeks depending on a person's age, the SOSTM team were aware that, without harsh bleaches and other irritants acting on the skin, an optimal result would take at least two to four complete skin cycles. Therefore, knowing that some people would continue to want more rapid results and would be willing to accept the side effects of HQ and Retin-A®, they also developed a number of products designed to optimize the effectiveness of those two ingredients. While these products proved extremely effective; having a skin care line based solely upon these two ingredients was not what the SOSTM team was trying to achieve. The quest continued to develop products that would give comparable if not better results than those offered by Retin-A® and HQ without the side effects.

Finally, after over a decade of research, development and testing, Carell and her team were satisfied that they had formulated a product line – a system, if you will – that did what they had set out to do. System for Optimal SkinTM or SOSTM for short – was ready.

This comprehensive suite of 15 products was truly different than anything else out there and allowed the physician or esthetician the ability to prescribe exactly the right combination of products for each client's specific skin type and needs. Based on cutting edge pharmaceutical chemistry, including the very first effective application of

Nobel Prize winning Nitric Oxide research in a skin care formulation, the SOSTM team had achieved everything that they had set out to do, and had created a skin care system that is superior to anything else on the market.



Why SOS[™] Works



So, now that we know how SOS™ came to be, what makes it so different and so much better than the other products available? The best way to explain this without having to go into complex chemistry is to give few specific а

examples that demonstrate how Carell and her team's philosophy of only using the highest quality, cutting-edge ingredients, synergistically formulated with advanced delivery systems pays off for those who chose to use SOSTM.

Delivery Systems

Before going into specific ingredients and the roles that they play in SOS^{TM} it is important to note that the way ingredients are formulated and delivered into the skin is critical to their efficacy. It is because of this reason that the SOS^{TM} team includes a lab that specializes only in one thing – delivering specific compounds to specific depths in the skin at specific pH's. In order to understand the importance of a delivery system and how it works, we must first take at least a cursory look at the composition of the skin.

The two most important substances in the skin are proteins and lipids. The ability of the skin to resist permeation (oxidant damage) is not related to the thickness of the skin but rather to the concentration of lipids, which the skin uses as its major source of energy. This 'cellular energy' is needed to enable cellular movement, thus building and transporting molecules within various cellular layers. Unfortunately, most high potency products have, in their attempt to correct skin abnormalities, seriously compromised this critical lipid layer, leaving the skin highly inflamed and vulnerable to damage. Moreover, many independent agents often cannot work together in one formula, and in order for a delivery system to be truly effective it must also allow these multiple ingredients to work both individually and synergistically for maximum effectiveness

Recognizing this, the SOSTM Scientific Team decided to use only the best and most advanced delivery systems. These delivery systems are phospholipid rich, liposomal, and are formulated with vital oligomers, that are potent enhancers and stabilizers and create a long-lasting reservoir at the desired cell sites. They also allow all of the ingredients to work individually throughout the various layers of the skin; performing different functions both independently and simultaneously.

In creating these scientifically advanced delivery systems, the SOSTM team formulated the SOSTM line with Super Oxide Dismutase or SOD, which is not only one of the most potent antioxidants available, but is also one of the most powerful sources of phospholipids, playing a key role in replenishing the skin's

lipids. Moreover, SOD is one of the body's first lines of defense, and helps fight against environmental and other toxic factors that can severely damage the skin. SOD's simultaneous replenishment of skin lipids is maintained with time released SOD liposomes and phospholipids.

Vitamin C

By now I think that everyone knows that Vitamin C – commonly used in skin care preparations in the form of L-Ascorbic Acid – can be a valuable anti-aging tool. What you may not realize, however, is that in its pure, and most commonly used form, L-Ascorbic Acid is extremely unstable and has a very short shelf life. In fact, by the time a person uses their skin care product that incorporates L-Ascorbic Acid; it has generally lost its effectiveness. There are

some products that tout using "stabilized" L-Ascorbic Acid. The processes used in "stabilizing" the L-Ascorbic Acid generally either make the L-Ascorbic Acid less bioavailable, lessening its efficacy, or make it more difficult for it to penetrate to the depth in the skin that it is required to reach in order to have maximum efficacy.

Knowing the beneficial effects of Vitamin C, but also understanding the inherent shortcomings of L-Ascorbic Acid and its derivatives, the SOSTM team decided to use a little-used form of Vitamin C known as Magnesium Ascorbyl Phosphate, which is generally referred to as MAP. With a cost of over 100 times more than regular L-Ascorbic



Acid, MAP is, for financial reasons, rarely used in skin care preparations in high concentrations, even though studies have shown that it is most effective when used in concentrations of up to ten percent.

Moreover, according to the American Academy of Dermatology, MAP is percutaneously (deeply) absorbed into the skin and stays in the skin's cellular layers for up to 48 hours, provided that it is properly formulated with specific oligomers. This sustained continuous-action complex bathes both the exterior wall and the interior of the cell with active Vitamin C. In fact, studies have shown that, when properly formulated with specific oligomers, Magnesium Ascorbyl Phosphate is the only form of Vitamin C that simultaneously penetrates the cell wall and coats the exterior of the cell, while remaining both stable and bioavailable for a prolonged period of time. Magnesium Ascorbyl Phosphate is gentle on the skin and does not cause any inflammation or associated skin aging. SOSTM is one of the only products on the market to use MAP, let alone combine it with proper delivery systems and oligomers in optimal concentrations to yield maximum results.

Beta Glucan

Derived from the walls of organically grown yeast cells, Beta Glucan plays a vital role in activating the skin's natural immune system. By helping the skin regain its elastic firmness and smooth texture, it produces positive results on sun-damaged and wrinkled skin. A very powerful antioxidant, it also helps to accelerate the skin's healing process, speeding up the skin's recovery from



irritation, inflammation and wounds.

Melanin Anti-Aging ComplexTM

In their quest to offer results comparable or better than those offered by HQ and Retin-A®, the SOSTM team of chemists developed a proprietary complex that they named Melanin Anti-Aging ComplexTM. Clinical Studies have shown this complex to be extremely effective at treating all nonhereditary types of hyperpigmentation, although treatment can take slightly longer than with a HQ and Retin ATM combination, depending on how aggressive the treatment is and the resistance of the pigmentation. Proven effective on hyperpigmentation

caused by environmental, aging and hormonal stimulations; medications, irritation and acne, this complex is a viable alternative or adjunct to HQ and Retin-A® and is completely non-toxic with no negative side effects or down time.

Marine Lipoic Antioxidant Complex™

SOSTM's international team of chemists also developed an extremely potent Marine Lipoic Antioxidant ComplexTM. Derived from the flora and fauna found in the clean, ice-cold waters of the North Pacific Ocean, this Alpha Lipoic Complex is one of the most potent antioxidant and anti-inflammatory deep acting skin nutritive complexes, due in part to its omega 3 & 6 fatty acids, including gamma linoleic acid. Marine Lipoic Antioxidant ComplexTM is both lipid and water soluble, and can thus rapidly penetrate all portions of the cell, greatly enhancing cellular energy and protecting vitamins C and E at the cellular level. Its primary ingredient, Alpha Lipoic Acid is a powerful therapeutic agent in the treatment of aging skin.

Mandelic Acid

Although rarely used because it is over ten times the price of Glycolic Acid, the SOSTM team recognized the important role that the AHA Mandelic Acid can play in producing results on many skin types that are either resistant or sensitive to HQ. Cellular regeneration is accelerated by combining a high concentration of Mandelic Acid with deep penetrating highly concentrated Glycolic Acid and highly concentrated Lactic Acid, which also has moisturizing properties.

While the above ingredients form only a tiny fraction of what goes into making SOSTM so effective, they should serve to give an idea of the quality that has been incorporated into SOSTM and the science behind the system. Anyone wanting more in-depth information should contact Essential Skin Solutions and speak to Carell or one of her knowledgeable staff directly. They are more than willing to answer any questions that you might have and send you more detailed information about the products, their ingredients, and why they work so well.

Why use SOS[™]?

By now it should be clear that, in creating SOSTM, the team of scientists that Essential Skin Solutions founder Carell Zaborski assembled has created a suite of products that are second to none. Made up of fifteen distinct products, each of which, on its own, performs its prescribed duties far better than virtually anything else currently for sale, when prescribed as a customized system, SOSTM shines even more and further distinguishes itself from its competition. By selecting and customizing certain products from the system and prescribing them to their clients depending on the client's skin type and needs, an esthetician is now able to offer their clients visible, long-lasting results beyond any that have been available up to now – either with or without a physicians' prescription.

With it's potent anti-inflammatory and antioxidant ingredients, SOSTM succeeds

with all skin types, including sensitive, telangiectasia and rosacea and, unlike most skin care products never compromises either the skin's lipid barrier or acid mantle. In fact, SOS™. through its careful combination of ingredients, formulated in its





SOSTM Products

SOS.01 Purifying Cleanser[™]

The first step to healthy skin, this pH-optimized, soap-free foaming gel gently removes excess oils and impurities without stripping the skin of natural moisture. Marine Lipoic Antioxidant Complex™ and Green Tea Extracts combine with the powerhouse trio of Glycolic, Lactic and Alpha-Lipoic Acids to penetrate deep into the skin, delivering a potent array of antioxidants while optimizing the effectiveness of the complete SOS™ Skin Correction System.

SOS.02 Gentle Cleanser[™]

This thick, rich cleanser works particularly well on acne and/or sensitive skin. SOS.02 Gentle Cleanser's[™] rich yet soothing formula includes botanicals such as calming Aloe Vera Gel, anti-inflammatory Ivy, emollient Slippery Elm and soothing Jojoba Oil. In addition, Provitamin B5 pacifies the skin while preparing it for the next steps of the SOS™ Skin Correction System.

SOS.03 Refreshing Toner[™]

SOS.03 Refreshing Toner[™] completes the cleansing process, with moisture-replenishing Aloe Vera Gel and the powerful Glycolic, Lactic and Alpha-Lipoic Acids leaving the skin remarkably hydrated and refreshed. This pH-optimized soothing tonic also sweeps away any residual flakiness, continuing to refine the skin surface and to lay the foundation for all treatment products to follow. This is a necessary step to lay the critically accurate pH foundation for maximum efficacy and penetration of the products.

SOS.04 Soothing Toner[™]

SOS.04 Soothing Toner[™] is used on all skin types to lower the skin's pH, thereby allowing maximum benefits from the use of the complete SOS™ line. Unlike other toners, SOS.04 Soothing Toner[™] is not designed to dry the skin and return it to a normal pH, but rather it lowers the pH to a level that enables maximum efficacy from the system and gives the client more benefits than are offered by other products. This toner was designed to be both a toning astringent and a soothing, softening, moisturizing foundation for skin care.

SOS.05 Rejuvenating MaskTM

and

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Further

Contains 15% glycolic acid and clays, that allow the active ingredients in the rest of the SOSTM system to penetrate deeper, providing a similar effect to a glycolic peel. SOS.05 Rejuvenating Mask[™] amplifies accelerated skin rejuvenation results and also contains replenishing, soothing ingredients like omega fatty acids and marine minerals.

SOS.06 Illuminating Lotion[™]

This important lotion 1.95% contains Hydroquinone, а proven, highly effective skin lightener that reduces pigmentation caused by sun, aging, acne and pregnancy. SOS.06 Illuminating LotionTM also contains Salicylic Acid to contain and prevent blemishes, plus moisturizing and healing ingredients such as Allantoin and Vitamin E to counter any irritations that may occur. The addition of Vitamin A (Retinol) also helps to reduce the appearance of fine lines and wrinkles.

SOS.06Rx Rx lluminating Lotion[™]

Available only through physicians, and formulated with 4% Hydroquinone, SOS.06Rx Illuminating Lotion[™] rapidly light-

ens dark areas on the skin such as freckles, age and liver spots, as well as pigment occurring from pregnancy or the use of oral contraceptives. It is effective on all skin types.

SOS.07 Enlightening SerumTM

Once the skin has been purified, rejuvenated and refreshed, it is ready for enlightenment. This vigorous serum works deeply to balance any uneven skin pigmentation caused by the sun, aging and hormones. Super-concentrated SOS.07 Enlightening Serum[™] contains Mandelic Acid Complex, a potent, AHA-based lightening formula and Melanin Anti-Aging Complex™, an extremely effective complex that has been clinically proven to diminish pigmentation.



SOS.07Rx Rx Optimizer™

Available only through physicians, and using 4% Hydroquinone, SOS.07Rx Optimizer[™] rapidly lightens dark areas on the skin such as freckles, age and liver spots, or pigment in the skin that may occur in pregnancy or from the use of oral contraceptives. Ideal for blending with tretinoin.

SOS.08 Nourishing MoisturizerTM

A revolutionary new skin rejuvenator and fortifier, SOS.08 Nourishing MoisturizerTM combines the healing antioxidant effects of Marine Lipoic Antioxidant ComplexTM with Magnesium Ascorbyl Phosphate – a uniquely stable and bio-available



form of Vitamin C providing the ultimate protective effects of potent, critical adjuncts to daily sun protection. synergistically The stimulating Glycolic and Acids Lactic also cellular encourage turnover and renewal, helping to repair aging and damaged skin.

SOS.09 Repairing Moisturizer™

Providing maximumstrength, deep hydration rejuvenation, and SOS.09 Repairing MoisturizerTM combines Glycolic, Lactic and Hyaluronic Acids with Marine Lipoic Antioxidant ComplexTM to soothe and invigorate the skin. It also works in synergy with a potent and unique Beta Glucan/SOD restorative complex (a deep acting multi-peptide rich

complex) and Phospholipids to offer maximum cellular regeneration and repair. A clinically proven breakthrough in cellular replenishment and hydration, this powerful moisturizer produces a more youthful, radiant skin.

SOS.10

Regenerating C Serum[™]

Vitamin C is a proven antioxidant, visibly firming and smoothing aging skin. In order for Vitamin C to work optimally, it must be in a stable formula that enables it to both penetrate the cell and coat the outside of the cell wall. SOS.10 Regenerating C Serum[™] contains 10% Magnesium Ascorbyl Phosphate Complex - the only proven formulation to do both simultaneously in a sustained, continuous action, penetrating the skin for maximum and optimal depth up to 24 hours after application.

SOS.11 Intense Moisturizer™

This rich moisturizer contains healing, soothing Aloe Vera Gel as well as a special moisturizing complex of Sodium Lactate, Sodium PCA, Hydrolyzed Collagen and the Amino Acid Proline. This powerful combination replicates the natural moisturizing properties of the skin. Daily use of SOS.11 Intense MoisturizerTM truly helps to improve the suppleness, elasticity, resistance to stretching and cracking of skin and has the unique ability to deeply moisturize without causing breakout.

SOS.12 Eye Defense Cream[™]

This soothing cream helps to repair and protect skin damage around the fragile eye area. Magnesium Ascorbyl Phosphate Complex and Beta Glucan also help to improve sun damaged and aged skin, while the antioxidants Kinetin and White Tea Extract protect the skin from harmful free radicals. In addition, SOS.12 Eye Defense CreamTM contains Melanin Anti-Aging ComplexTM, which works to actively diminish under-eye pigment discoloration.

SOS.13 SunGuard Face Block[™] SPF 20

Offering the ultimate in broad spectrum protection from both UVA and UVB radiation, SOSTM SunGuard Face BlockTM provides an effective shield against the sun's harmful rays. Formulated with Parsol 1789, it also contains Aloe Barbadensis Leaf Extract, which provides a rich, non-oily feel with long-lasting moisturizing properties. SOS.13 SunGuard Face BlockTM is recommended for all skin types.

Testimonials

"Our young teens see an improvement in their skin using the cleanser & toner. Our adult clients benefit from using the whole range of the SOS product line in treating age spots, pigmentation & dull appearance of the skin.

The SOS line of products allows the consultant to design a regime specific to their client's needs. Clients feel they are getting value for their money because of the high potency of the product.

I believe that the SOS product line is the best skin care





on the market. I have seen and heard about different products on the market but none have the range of anti-aging ingredients that are contained in the SOS program."

Debbie Trueman Skin Care Consultant, Dr. Trueman's Plastic Surgery Clinic

"The System for Optimal Skin[™] will change damaged or aging skin to healthy younger looking skin. As a result all pigmented and blotchy areas, acne, scars as well as aging skin can be improved. Skin health can be restored using the System for Optimal Skin[™]. The System for Optimal Skin[™] program is effective for all types and colors of skin."

Dr. Henry Shimizu, MD, FRCS. Plastic Surgeon, Order of Canada Recipient

"I tried all of the new products that came out and visited a number of dermatologists with no results. Within a few months of starting to use SOS I realized that I had finally found a solution to my problems. Many of my clients gave me compliments on my skin and I decided to start selling SOS to my clients.

All of my clients are very pleased with the results that they have gotten by using SOS and many have told their friends about the products as well. I highly recommend SOS products to anyone who wants really effective anti aging skin care."

Kim Malhans Owner, Laser & Style Spa

"The results were rapid and beyond my wildest dreams. I could not believe that anything could produce the results that your line has. Within a few short months my skin problems had all but disappeared. I was also pleasantly surprised that there was no burning or discomfort, unlike that which I had experience with other products that did not yield anywhere near as good results as your SOSTM system did."

Jacquie Adams President, Sea-Spa Inc.

"I've been using skin care products since I was 15 years old, I've tried many different brands, but they never seem to solve my problems. I suffer from uneven skin tone, large pores, fine lines and brown age spots. I am also prone to patches of sensitive skin.

It was only when I started using SOSTM that I noticed a huge improvement. After just two months, my pores minimized, the age spots and fine lines were gone, and the red patches of sensitive skin disappeared.

I work in the media industry, so my appearance and image is extremely important. People are now constantly complimenting me on my skin, and mistaking me for being 10 years younger. Many don't believe that I have a 21 year old son.

I have no hesitation in recommending the system; SOS[™] is definitely the right choice."



Cecilia Lai, Account Manager for Rogers Communications

For more in-depth information contact Carell or another member of the Essential Skin Solutions. Inc. Team.

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