

it's no miracle,
it's Science[®]



■ The World's Only Skincare Powered by Cord Lining Stem Cells

“ This is the first time that umbilical cord lining stem cells — or stem cells in general — are being truly utilized in a topical skincare to promote skin health. ”

Prof. Mitchel Goldman/MD/double-board certified dermatologist and cosmetic surgeon

The pivotal technology harnessed by CALECIM® Professional is called Cord Lining Conditioned Media. It comprises of a mix of two types of potent stem cell strains — mesenchymal and epithelial — which are ethically and harmlessly extracted from umbilical cord lining.

The unique and patented source of cord lining tissue produces ample stem cells which are required for the formulation of CALECIM® Professional. These cord lining stem cells secrete a potent mix of proteins, growth factors and cytokines that make up the active ingredient found in all CALECIM® Professional skincare.

These stem cell proteins can activate tissue repair and regeneration. In high concentrations, they have significant, fast-acting benefits for the skin, such as increased glycoprotein production (e.g. hyaluronic acid), improved cell mobility, and restored epidermal cell turnover.

Doctors recommend that the CALECIM® Professional system be used as an adjunct to in-clinic procedures to help accelerate healing, decrease post-procedure erythema and edema and optimize aesthetic results. When used as a daily corrective treatment, CALECIM® Professional promotes skin rejuvenation, with increased firmness, visible improvement in epidermal wrinkling and normalization of pigmentation.

CALECIM® Professional is a clinical skincare which is exclusively physician-dispensed.





CellResearch Corporation: Global Leader in Stem Cell Technology

Advancing stem cell research, from wound care to skincare

The parent company of CALECIM® Professional, CellResearch Corporation, is a biotechnology company that discovered the presence of stem cells in the umbilical cord lining in 2004. This is the richest source of epithelial and mesenchymal stem cells from a non-embryonic source*. The company owns the intellectual property for umbilical cord lining stem cells and maintains a strong focus on the medical applications of these cells. Patents in 42 territories around the world have been granted for the discovery and therapeutic applications of these stem cells.

Umbilical cord lining stem cells have potential utility as a platform to treat a wide range of diseases, including those of the brain, heart, cornea, and skin. CellResearch Corporation has also initiated US FDA trials using cord lining stem cells to treat diabetic wounds.

Non-medical applications of stem cells have been restricted by the scarcity of these cells. With the discovery of this abundant, ethically derived source, real stem cell science can finally be extended to the promotion of skin health for the general consumer, in the form of CALECIM® Professional.

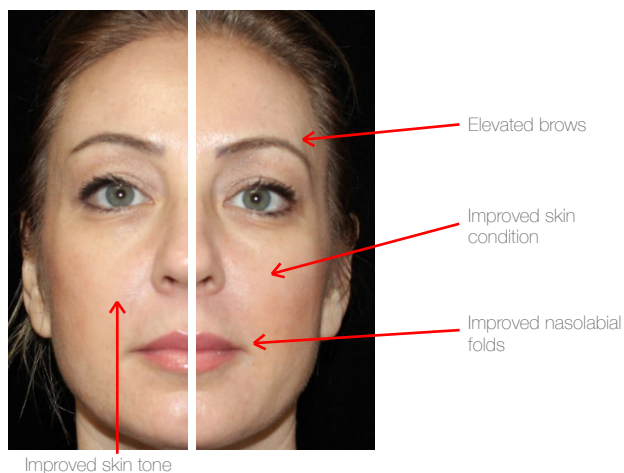
The active ingredient of CALECIM® Professional is produced in ISO-certified laboratories owned by CellResearch Corporation. Stem cell proteins used in all CALECIM® Professional products are of cosmetic cGMP grade with assured safety for use on intact skin.

*Kita, K., Gaulitz, G., Phan T., et al. Isolation and characterization of mesenchymal stem cells from the sub-amniotic human umbilical cord lining membrane, Stem Cells Dev, 2010; 19(4): 491-501. Jeschke, M., Gaulitz, G., Phan T., et al. (2011). Umbilical cord lining membrane and Wharton's Jelly-derived mesenchymal stem cells: the similarities and differences. Open Tissue Eng Regen Med J. 4: 21-27



■ CALECIM® Professional:
Unparalleled Anti-aging Results in 14 Days

- **Clinical Observation:** Multi-Action Cream as an at-home treatment produces fast acting and visible anti-aging results
- **Two weeks usage of Multi-Action Cream**
- **Usage:** Thin layer was applied twice a day on the face up to the hairline, around the eye contour area and skin in front of the ears, extending down beyond the jawline



“ I have just concluded a four-week trial using Multi-Action Cream, and have been quite impressed with the changes in my patients’ skin, even after only two weeks of use. In addition to an improved overall complexion, I have observed increased skin tone and skin fullness resulting in a lifting effect, a tighter jawline, elevated eyebrows, and enhanced facial definition.

Our results have been consistent across a range of skin types and patient ages, with high patient satisfaction. In fact, most of the patients have asked to continue using the Multi-Action Cream even after the trial formally ended. ”

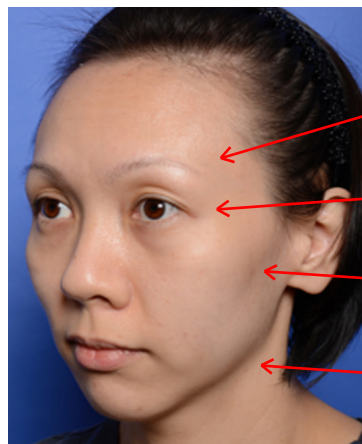
*Ziv Peled, M.D., Plastic Surgeon
San Francisco*



→ Eyebrows and eyelids elevated

→ Nasojugal fullness improved with cheek lift

→ Jawline tighter with decreased jowling



→ Appearance of raised eyebrows

→ Clearer eyelid fold

→ Improved complexion

→ Improved jawline

■ CALECIM® Professional:
Accelerated and Enhanced Post-procedure Recovery

Clinical Observations: Professional Serum when administered post-procedure results in significant decrease in Erythema and Edema

Clinical Study 1

Reduction of Pain and Discomfort of CO₂ Fractional Laser Resurfacing After the Application of Umbilical Cord Lining Extract: A Single Blinded Split-face Trial

*Cheryl L. Effron, M.D., Board-certified Dermatologists
Anaheim, California.*

Conclusion:

The overall conclusion was that the Professional Serum treated side demonstrated more comfort post laser resurfacing in terms of warmth, pain and redness. Additionally, all patients described a generalised increase in “overall comfort” and expressed a wish to obtain Professional Serum for routine use on their facial skin. Finally, no adverse events were reported and no increase in acne was noted which commonly occurs with the use of heavier creams or ointments post laser therapy.



Day 4 post procedure: Decreased swelling on side treated with Professional Serum

30 min post procedure: Decreased swelling and redness on side treated with Professional Serum

Clinical Study 2

Professional Serum Reduces CO₂ Laser Treatment Erythema and Edema:
A Randomized Controlled Double-Blinded Split-Face Trial

Windy Olaya, M.D., Plastic Surgeon

Kate Kim

Dan Kim, M.D., Plastic Surgeon
Orange County, California

Conclusions:

Treatment with Professional Serum after fractionated CO₂ laser decreases erythema, edema, and pain in the early stages of healing.



Day 4 post procedure: Decreased swelling
on side treated with Professional Serum

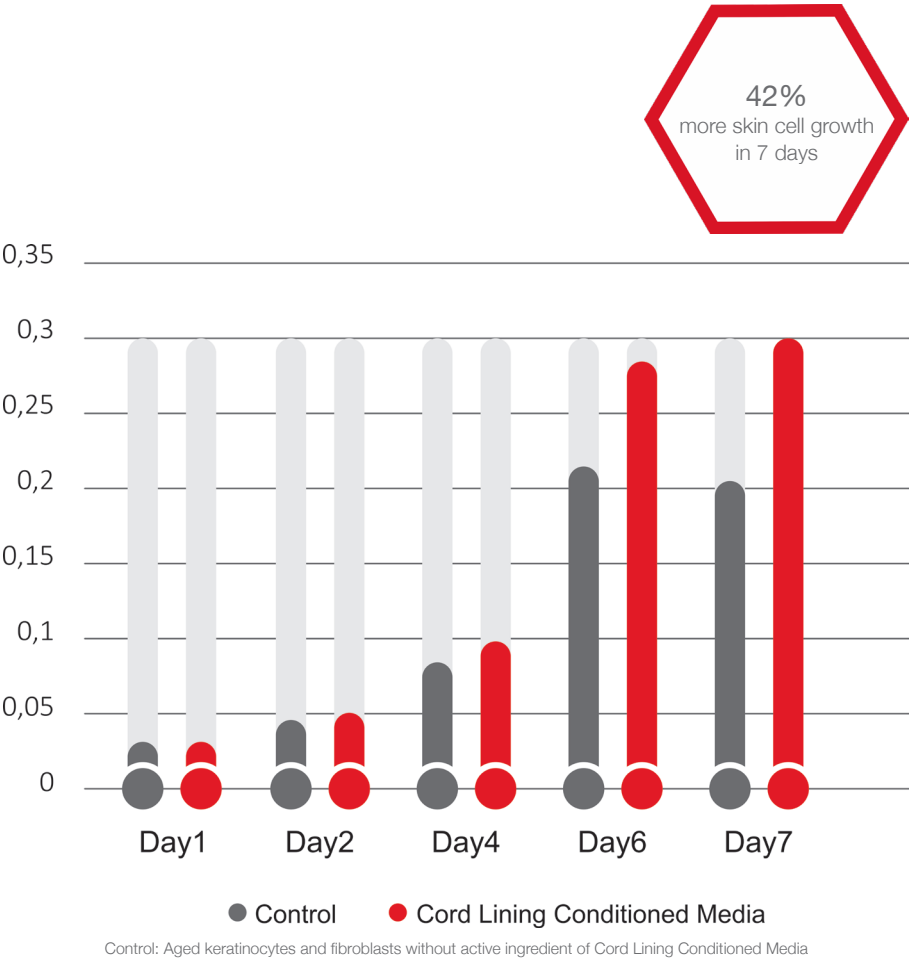


Day 4 post
procedure:
Decreased
redness on side
treated with
Professional
Serum

■ In-Vitro Efficacy Results of Cord Lining Conditioned Media:
Demonstrated Effects of Skin Renewal and Restoration

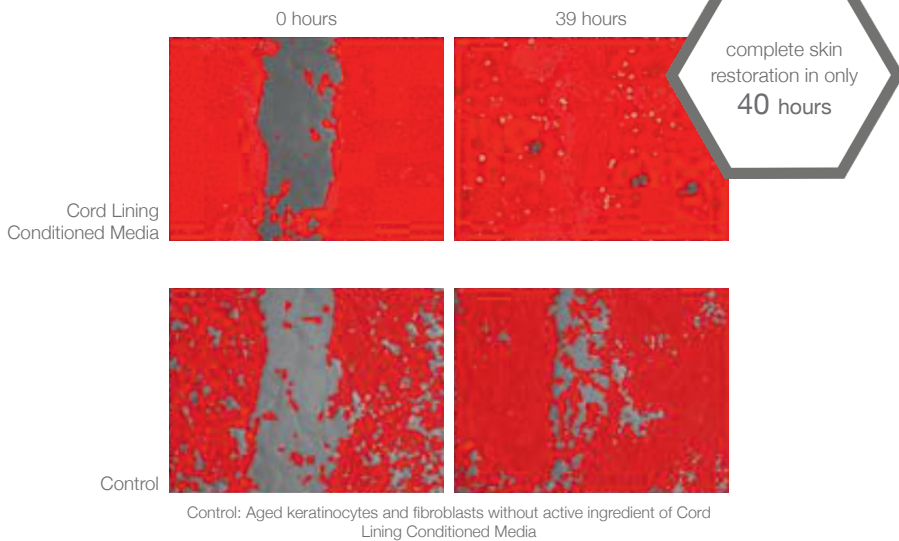
Evidence of Increased Epidermal Proliferation and Cell Turnover

Aged skin keratinocytes and fibroblasts were cultured in a 5% concentration of Cord Lining Conditioned Media. Results showed that both aged skin keratinocytes and fibroblasts respond to Cord Lining Conditioned Media exposure with positive growth and proliferation compared to the control.



Evidence of Accelerated Cell Restoration using the Pipette Scrape Test

Epidermal cells exposed to Cord Lining Conditioned Media are more proliferative and migrate faster to close the defect from the pipette tip scrape test. The absence of a grey space in the circled area indicates cell restoration.



Evidence of Increased Dermal Fullness

A 3-dimensional in-vitro skin model test demonstrates that exposure to Cord Lining Conditioned Media showed increased cell proliferation and therefore thickness of skin at both dermal and epidermal layers.



■ CALECIM® Professional for Medical Practitioners

As a post-procedure adjunct, CALECIM® Professional enhances the physiological renewal cascades that in-clinic treatments initiate, with improved aesthetic results, reduced complications and decreased down time.

Skin health is optimized using the comprehensive at-home skincare regimen which promotes a more youthful appearance. Fine lines and wrinkles are visible reduced, facial definition is improved, and an overall lifting effect can be observed.



Professional Serum (6x5ml)

- Apply immediately post-treatment and for at least two days after to accelerate skin restoration
- Dramatically reduces post-procedure redness, swelling and downtime
- Maximizes aesthetic results by enhancing skin recovery
- Helps boost skin's renewal and repair processes



Multi-Action Cream (50g)

- Use pre-moisturizer as a corrective treatment
- Helps activate tissue renewal for the skin's structural layers
- Targets skin laxity and loss of skin volume, visibly correcting facial contours, deep wrinkles and discoloration
- Prolongs aesthetic results from procedures with daily use



Advanced Hair System (6x5ml)

- A 6-week targeted treatment to enhance hair density and quality
- Restores regular hair follicle cycle
- Reduces inflammatory proteins on scalp
- Enhances proliferation of human follicle dermal papilla cells



Recovery Night Complex (60g)

- Apply and leave on overnight to provide relief and skin restoring benefits for distressed skin
- Cools and comforts skin immediately upon application
- Prevents trans-epidermal moisture loss with breathable gel barrier
- Coats skin with a layer of skin-restoring stem cell proteins



EYE CONTOUR LIFTING CREAM (15g)

- Apply around the eye area, on the upper and lower eye lids, extending right up to the temples
- Strengthens and supports the fragile skin responsible for providing shape and contour to the eyes
- Targets signs of under-eye as well as above-eye aging with its patented active ingredient, Rejuvenating Conditioned Media
- Restores youthful contour, delivers a lifting and tightening effect, provides visible improvement in fine lines and wrinkles, as well as imparts a brightening radiance to the eye area



Restorative Hydration Cream (50g)

- Apply as a moisturizer for deep hydration
- Replenishes epidermal hydration
- Boosts skin's own production of moisture
- Retains optimal hydration necessary for skin's natural renewal and repair processes



Professional Pigment Solution (30g)

- Hydroquinone-free and safe for all skin types
- Uses a combination of novel active ingredients, as well as other proven clarifying technologies
- Targets the entire process of hyperpigmentation, from the inflammatory to the hyper-melanosis stages

■ Stem Cell Recovery System

Enhance Procedures. Optimize Results



In-clinic procedure

+



Restore with
Professional Serum

+



Protect with
Recovery Night Complex

= EXCEPTIONAL IN-CLINIC OUTCOMES

■ At-home Anti-aging Regimen

For targeted treatment of severe signs of aging



1 Cleanse & Tone



2 Correct with
Multi-Action Cream



3 Hydrate with
Restorative Hydration Cream

COLECIM®
PROFESSIONAL

