



Newspaper: Gentleman & Lei
Date Article: October 2018
Circulation: 105.000

Anti-aging
Precious Years

More and more often, we are discovering that our biological age and birth certificates do not coincide. Thanks to epigenetics, cellular reprogramming and avant-garde skincare formulas, today we can believe in prolonged youth.

Our biological age no longer goes hand-in-hand with the date on our birth certificate. In fact, according to Istat, we live longer and better. Simply compare the photographs of parents with those of their children at the same age to notice it: they don't only seem younger, they are younger. That is thanks to greater attention paid to what we eat, medical progress, and the time we dedicate to our own wellbeing and sport. Today, science is certain of one fact: if our birth certificate documents how old we are, our biological age defines how well our organism is functioning. Furthermore, while our date of birth is out of our control, our genetic age is not, and it can be modified according to the rules of epigenetics, which is the field of molecular biology that studies genetic mutations conditioned by external factors (pollution and stress) and life-style (diet and physical activity). Those are the very factors that cosmetic laboratories work on to create formulas that are increasingly more avant-garde and technological.

"As opposed to genetic mutations that condition the DNA sequence, epigenetic mutations are reversible", explained Rupert Schmid, co-President of Biologique Recherche. "In fact, in 2017, the gene expression research laboratory in San Diego made an important discovery regarding cellular reprogramming, which means the possibility of acting in a specific way on gene switches that control the process underlying cellular transformation. This is able to block the ageing process, rejuvenate cells and regenerate DNA damage. The future becomes the present, thanks to discoveries in the field of epigenetics that show how it is possible to repair cells, thus blocking the ageing of our skin".

Regenerate with growth factors.

In the wake of the discovery of the research institute in San Diego, the Biologique Recherche laboratories analysed the EGF receptors (Epidermis Growth Factor) in depth, essential in the regeneration of skin tissue and for recycling the proteins of deteriorated skin. They later identified a peptide, patented *Epigen-Activ*, that acts in an important manner on the ageing process of skin. "*Epigen-Activ* has a lot of beneficial effects on skin", explained Philippe Allouche, Director of the Biologique Recherche laboratory. "We have blended it into the *Grande Crème*, creating a powerful anti-age skin cream that stimulates the generation of pure cells, fights skin sagging and models the face with a lifting-effect. Furthermore, it improves the biomechanical abilities of the skin, firming it, reducing the size and depths of wrinkles, diminishing spots and reinforcing the cutaneous barrier".

Captions:

Biologique Recherche: Stimulates the generation of pure cells and remodels.
La Grande Crème (556 euros, 50 ml).