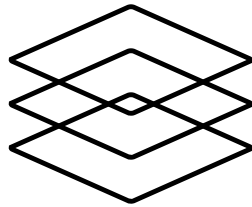


 EPICUTIS®
PRODUCT + TRAINING GUIDE

Introducing EPICUTIS® :
a luxurious, transparent and 100% non-toxic brand
for the discerning skincare professional.



CLEAN. CONSCIOUS. CLINICAL. BEAUTIFUL.



MEET EPICUTIS®

SAFE, LUXURIOUS, RESULTS-ORIENTED SKINCARE.

The brainchild of Princeton University's Professor of Molecular Biology Dr. Jeffrey Stock, EPICUTIS® is the first clinical skincare brand to combine the concepts of clean beauty, scientific expertise and spa-level luxury.

For skincare professionals like you, it means a proven, powerful and 100% non-toxic product line to elevate all your offerings—and for your customers, it means an opulent experience, wrapped in radiant results.

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SAFETY



WE ARE DONE WITH DANGEROUS BEAUTY.

It's a fascinating time to be a skincare professional, isn't it? You and your clients have more skincare choices than ever before, with new brands and their so-called "hero ingredients" making headlines every week. There are vague claims of *natural, clinical, clean, green, safe*—and so many others.

In reality, many of these "heroes" are villains in disguise, and many claims are lacking thorough research. The American skincare industry is largely unregulated, which means you and your clients will have to take these claims at face value. Let's start with what WE mean when we say we're CLINICAL, KIND, CLEAN + GREEN

CLINICAL: BACKED BY SCIENTIFIC PROOF + TRANSPARENCY

The EPICUTIS® brand was born in a Princeton research lab, using advanced biotech development methods. Realizing the potential of our technology in the skincare industry, we searched for a brand that met our standards for product transparency, clinical legitimacy, clean formulation and responsible development. Nothing came close—so we created our own brand.

Our research background means that *total transparency* and *data-backed ingredients* are part of our DNA. We conduct meticulous analysis on all our individual ingredients and how they combine in our formulations to ensure that when we say "clean," we really mean it.

KIND: NEVER TESTED ON ANIMALS

EPICUTIS® products were developed using rigorous scientific testing, along with the help of professional estheticians. They are never, ever, tested on animals.

CLEAN: SIMPLE, SAFE + FRAGRANCE FREE

We have high standards for what we put on our skin. EPICUTIS® products are EWG Verified™*, Proposition 65-compliant, and approved for use in the European Union, where skincare safety standards are much more stringent than the United States.

Fragrance: the industry's dark secret. Fragrance is listed as a single ingredient on a product label, but can be packed with dozens of additional hidden ingredients masked as a secret formula. Because we believe in total transparency, all EPICUTIS® products are fragrance free.

EPICUTIS® products, by contrast, are EWG Verified, Proposition 65-compliant and approved for use in the EU, where skincare safety standards are much more stringent. And still—this didn't meet the incredibly high standards to which we hold our idea of "clean beauty."

So, in addition, EPICUTIS® botanicals are responsibly sourced and processed by us for maximum potency, without preservatives, using the most meticulous methods available. Our proprietary chia seed extract is also organic + non-GMO. Is this more expensive, even in our faster-and-cheaper age? Yes. But we believe you and your customers deserve nothing less.

GREEN: RESPONSIBLY SOURCED, SUSTAINABLY PRODUCED + PACKAGED

As consumers become increasingly more eco-conscious, they demand that skincare companies walk the walk – and we agree!

EPICUTIS® botanicals are responsibly sourced and processed for maximum potency using the most meticulous methods available without preservatives. Additionally, our proprietary chia seed extract, HYVIA®, is organic and non-GMO. Does this result in a more expensive ingredient cost? Yes. But we believe you and your customers deserve nothing less.

We value sustainability. EPICUTIS® uses responsible sourcing and production methods for all of our ingredients. Our next goal is to have 100% recyclable packaging.

EWG VERIFIED™ / VEGAN / NON-GMO / GLUTEN-FREE / 100% NON-TOXIC / SULFATE FREE PARABEN FREE / CRUELTY FREE / SYNTHETIC FRAGRANCE + DYE FREE / DERMATOLOGIST RECOMMENDED / RESPONSIBLY SOURCED + PRODUCED / NOT TESTED ON ANIMALS / MEETS CALIFORNIA RECYCLING STANDARDS / PROP 65 COMPLIANT / APPROVED FOR USE IN THE EU

PHILOSOPHY



THE RESULT
IS A SKINCARE
BRAND BY EXPERTS,
FOR EXPERTS—

MINIMAL INGREDIENTS. MAXIMUM RESULTS.

Nobody understands the mysteries of the skin like skincare professionals. And nobody's more dedicated to delivering on the industry's holy trinity: gentle, clinical-grade products for their post-procedure patients; experiential, results-oriented products for their medi-spa patrons; and a commitment to delivering an effective daily skincare routine with 100% safe, non-toxic formulations.

Nobody, that is, until now. Thanks to an innovative partnership between Princeton's most experienced skincare researcher and Japan's most sought-after formulator, there's a single, elegant solution for *every* treatment need: EPICUTIS®.

We know it measures up—because *you* helped create it.

Using technology developed by Dr. Jeffry Stock, expert formulator Masanori Tamura has created minimalist formulations featuring high concentrations of our patented active ingredients—with a supporting cast of the cleanest, highest-quality essentials *ever before available* to skincare professionals.

We worked closely with estheticians at every step of the process, from product line ideation to the smallest details of formula development, testing and refinement. The result is a skincare brand *by experts, for experts*—crafted by people with proven pedigrees from every side of the business.



EPIDERMIS

DERMIS

SUBCUTANEOUS
LAYER

RESPONSIBLE, NON-TOXIC FORMULAS.
BEAUTIFUL SKIN FROM CELL TO SURFACE.

As a clinical skincare professional, you know that the symptoms your clients perceive as *aging*—visible indicators like fine lines, deep wrinkles, uneven tone, rough texture and lost elasticity—are often the surface signs of deeper problems. And for lasting results, these must be addressed at every level.

We created EPICUTIS® to delve beneath the surface, addressing some of the most common *causes* of unhealthy-looking skin: moisture loss, and environmental induced damage. We do this with patented, 100% non-toxic ingredients in luxuriously simple formulations that deliver *real results* for your clients.

Whether you're treating your patrons to five-star facials or prescribing post-treatment protocols, they're entrusting their most visible beauty asset—their one and only skin—to your practiced hands. We believe you *both* deserve the safest, most potent formulas the industry has to offer.

SCIENCE



EPICUTIS® was born in one of the most advanced scientific laboratories in the world. Developed by Dr. Jeffry Stock, renowned biophysicist and tenured Professor in the departments of Molecular Biology and Chemistry at Princeton University, this first-of-its kind professional skincare brand applies the wisdom of drug research technologies to the development of topical ingredients and products.

For clinical practitioners, this means more than treating your clients to our patented “skin health heroes” in safe, ultra-gentle formulations. It also means we’re able to deliver the *highest concentrations* of these ingredients ever to grace your clinic’s shelves—in guaranteed 100% non-toxic formulas.

PRODUCT TRANSPARENCY. PURE TRANSFORMATION.

Dr. Stock spent more than a decade researching and refining a trio of novel ingredients that foster healthier looking skin.

TSC (*tetramethylhexadecenyl succinoyl cysteine*) is a novel molecule that acts as a super-lipid, dramatically improving skin's natural barrier function while helping to shield it from a variety of environmental aggressors—including UV rays and pollution.

hyvia® a novel moisturizing agent derived from organic non-GMO chia seed oil, delivers stable potent omega-3 and omega-6 fatty acids—working at the cellular level to help boost hydration, calm inflammation and fight fine lines, wrinkles and other visible signs of skin aging.

DSD (*disodium S-phytyl diglycoloylcysteine*) is a powerful, proprietary antioxidant that protects against environmental stressors by blocking UV and pollution induced skin damage.

Our supporting cast of formulation ingredients are deceptively simple. We let our novel ingredients have center stage without unnecessary stabilizers, fillers and fragrances. The result? Pristine formulas that deliver real results, without the reactions.

SKINCARE SIMPLIFIED

Our products are complex, so your routine doesn't have to be.

When caring for our body's largest organ, the skin, it's important to try to minimize harmful inflammation not only with our lifestyle choices but also with the products we use daily. Unlike most products on the market, EPICUTIS® is designed to work for you not against you.

We believe in being safe rather than sorry and that you truly can have it all when it comes to healthy, great-looking skin. We enjoy a minimalistic, results-driven approach to skin health after selecting only the highest quality ingredients that are EWG Verified™ safe.

EPICUTIS® consists of a simple system of products that work together to maintain overall skin health. Instead of using several unsafe, likely unsustainable, products with questionable ingredients you could have an easier more streamlined experience with a very simple yet very intelligent system that is clinically proven.



A ROUTINE FOR BOTH DAILY USE AND AESTHETIC PROCEDURES

Your daily skincare should be multi-functional in use, working to care for your skin not only throughout the day, but also before and after aesthetic procedures. By creating formulations with minimal, 100% non-toxic ingredients, EPICUTIS® is a perfect fit for both applications.

With the amount of time and money we spend to care for our skin, we need products that help to protect our investment. With the new production of collagen and elastin from your aesthetic procedures, your daily skincare needs to reinforce that growth and protect your skin without creating inflammation that will undo this progress.

With only 3 key products in our line, we make it extremely easy for you to go through your routine quickly and consistently. All you have to do is cleanse, treat and hydrate to achieve glowing, healthier-looking skin.



OIL CLEANSER

NOT YOUR TRADITIONAL CLEANSING OIL

EPICUTIS® Oil Cleanser

Typical oil cleansers work great for preserving natural skin oils but don't wash off completely, leaving your skin feeling greasy. Epicutis® Oil Cleanser uses two special botanical based fatty acids that when in contact with water create a mild cleansing action to leave the skin feeling soft, cleansed and not greasy.

We redefine how you clean your skin by using gentle yet effective oils to remove unwanted dirt, makeup, and oil without stripping your skin of what it needs.

Meadowfoam Seed Oil and Sunflower Seed Oil help unclog pores while melting away makeup, dirt, sebum, and sunscreen – creating a combination of powerful responsibly sourced botanicals to clean your skin the right way.

Cleansing, Soothing + Refreshing Ingredients:

- Hyvia® to boost hydration and strengthen the skin barrier
- Hinoki Wood Oil to cleanse and relax skin
- Meadowfoam Seed Oil to unclog pores and hydrate
- Sunflower Seed Oil to melt away dirt and makeup

CLEANSING OIL FORMULATION

Helianthus Annuus (Sunflower) Seed Oil, Limnanthes Alba (Meadowfoam) Seed Oil, Polyglyceryl-2 Sesquioleate, Macadamia Integrifolia Seed Oil, Polyglyceryl-2 Caprate, Chamaecyparis Obtusa Wood Oil, Salvia Hispanica Seed Oil, Tocopherol, Oryza Sativa (Rice) Bran Oil



USAGE

Daily Use Protocol: Apply EPICUTIS® Oil Cleanser to a dry face. Dispense 2-3 pumps of Oil Cleanser to clean hands, and use fingertips to gently massage the cleanser into your skin in gentle, circular motions. Rinse with water. If using Oil Cleanser to remove makeup, perform two washes: one to remove makeup and impurities, and the second to fully cleanse the skin. Use twice daily.

Pre-Treatment Protocol: We recommend using the Oil Cleanser for a minimum of 10–14 days prior to invasive aesthetic treatments.

Post-Treatment Protocol: To speed barrier repair, soothe inflammation and instantly reduce the appearance of redness, apply Oil Cleanser 24–48 hours after treatment, and repeat up to four times daily for as long as symptoms persist.

TWO SPECIAL BOTANICAL
BASED FATTY ACIDS THAT
WHEN IN CONTACT WITH
WATER CREATE A MILD
CLEANSING ACTION...



ENZYME EXFOLIATING POWDER

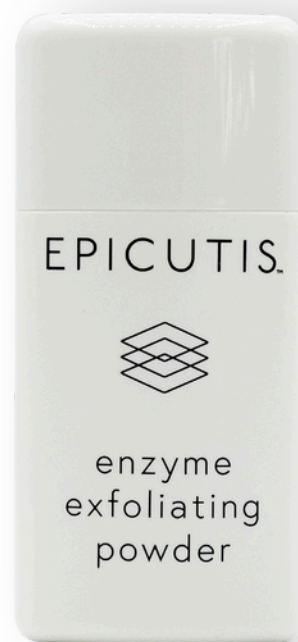
EXFOLIATING WITH EASE

EPICUTIS® Enzyme Exfoliating Powder

Made with naturally occurring enzymes to gently exfoliate your skin, EPICUTIS® Enzyme Exfoliating Powder will leave your skin feeling smooth and renewed.

Rather than using microbeads or acids, our exfoliator harnesses the activity of natural enzymes to help gently break down dead skin cells and excess oils to boost turnover.

Natural enzymes Protease and Lipase work to boost natural turnover, while Sodium Lauroyl Glutamate aids in gently cleansing the skin without stripping away essential moisturization.

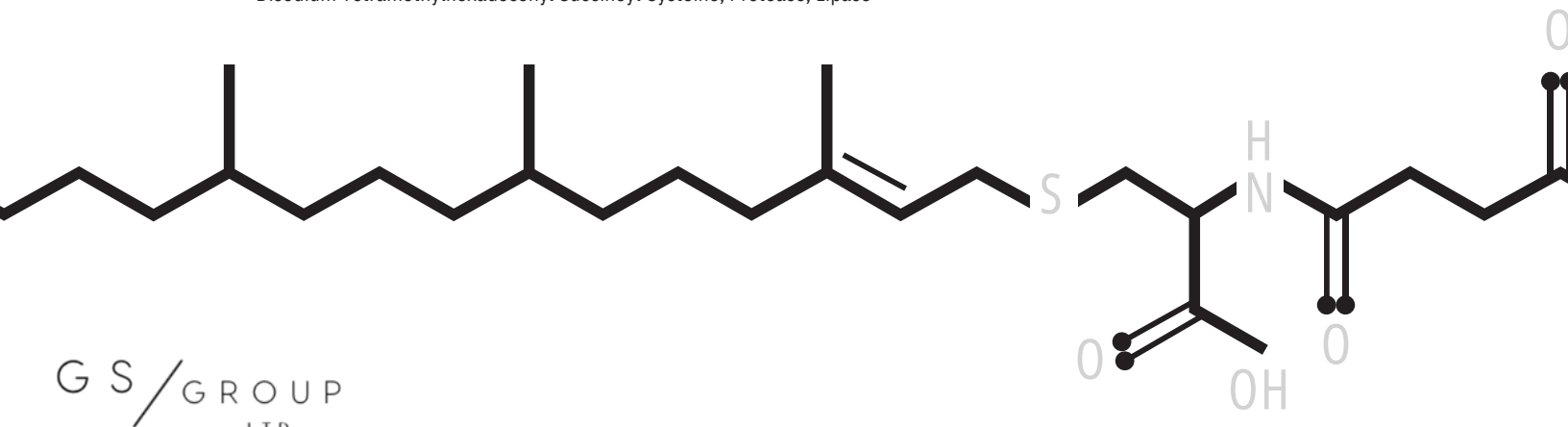


Skin-Renewing + Exfoliating Ingredients:

- TSC promotes skin repair while helping calm skin
- Protease & Lipase boost natural skin turnover
- Sodium Lauroyl Glutamate cleanses skin while retaining hydration

ENZYME EXFOLIATING POWDER FORMULATION

Sodium Lauroyl Glutamate, Synthetic Fluorphlogopite, Silica, Maltodextrin, Disodium Tetramethylhexadecenyl Succinoyl Cysteine, Protease, Lipase



USAGE

Daily Use Protocol: After cleansing, dispense a teaspoon-sized amount of EPICUTIS® Enzyme Exfoliating Powder into clean hands. Combine with water, or 2-3 pumps of EPICUTIS® Oil Cleanser for a richer experience. Rub hands together to dissolve the Enzyme Exfoliating Powder, then use fingertips to massage the mixture into your skin in gentle, circular motions, avoiding the eyes. Massage gently for about 1 minute. Rinse with water. Use 2-3 times per week at night.

Pre-Treatment Protocol: While it's never too early to start, we recommend using both the Oil Cleanser and Enzyme Exfoliating Powder for a minimum of 10–14 days prior to invasive aesthetic treatments.

Post-Treatment Protocol: Follow treatment protocol from your provider on when to exfoliate post-treatment.

HARNESSES THE ACTIVITY
OF NATURAL ENZYMES
TO HELP GENTLY BREAK
DOWN DEAD SKIN CELLS...



OH

LIPID SERUM

PURE MINIMALIST MAGIC

EPICUTIS® Lipid Serum

With only eight ingredients, this gentle formula is an essential member of your healing arsenal. With therapeutic concentrations of TSC, our patented anti-inflammatory, this silky serum delivers an instant dose of relief for dry, stressed, sensitive or post-procedure skin—PLUS proven healthy-skin benefits that build over time.

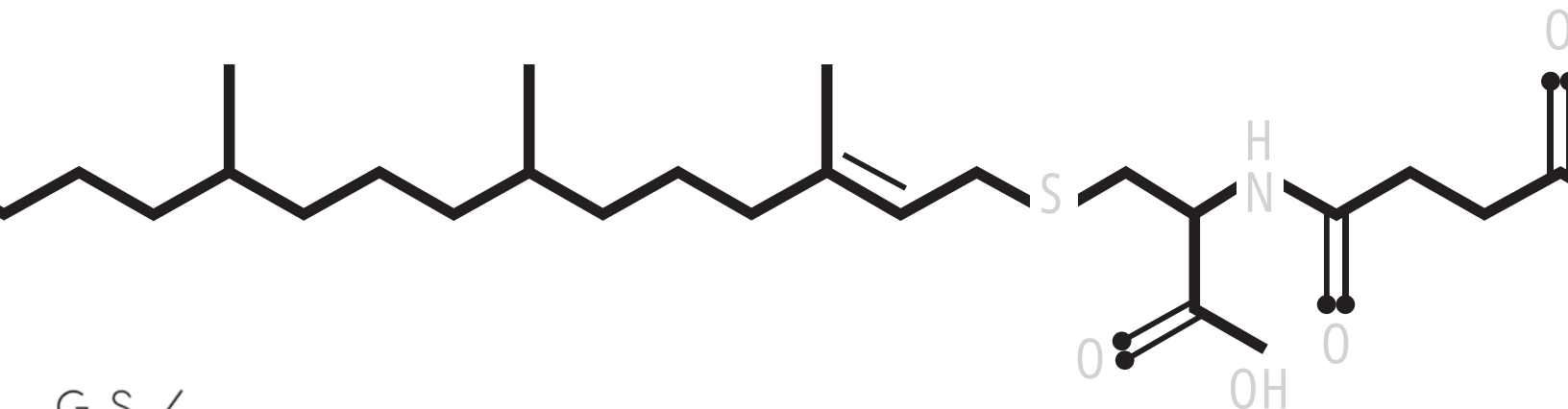
Thanks to the lipid-like properties of TSC, EPICUTIS® Lipid Serum absorbs quickly—carrying a network of calming nutrients beneath the skin's surface to soothe redness and fight collagen breakdown at the cellular level.

Soothing, Smoothing + Strengthening Ingredients:

- TSC to instantly lock in hydration + calm inflammation
- Hyaluronic acid to instantly boost skin's moisture level
- Propanediol for skin plumping + anti-microbial benefits
- Glycerin to help serum glide gently across skin's surface

LIPID SERUM FORMULATION

Water, Propanediol, Pentylene Glycol, Glycerin, Sodium Hyaluronate, Disodium Tetramethylhexadecenyl Succinoyl Cysteine, Sodium Phytate, Citric Acid



USAGE



Daily Use Protocol: Apply Lipid Serum to clean, dry skin. Use dropper to dispense serum into hand or directly onto skin' surface, then use fingertips to smooth evenly over face, neck and décolleté. Apply a pea-sized amount per area, and use fingers to gently press into skin once distributed. Wait five minutes for serum to absorb before applying Hyvia® Crème. For best results, use Lipid Serum twice a day (morning and night).

Pre-Treatment Protocol: While it's never too early to start, we recommend using both the Lipid Serum and Hyvia® Crème for a minimum of 10–14 days prior to aesthetic treatments.

Post-Treatment Protocol: With only the most soothing ingredients, Lipid Serum is safe to use *immediately* following any treatment; it can be applied up to four times daily, as long as redness, inflammation and other post-procedure symptoms persist.

SIMPLE STEPS. RADIANT RESULTS.

WITH ONLY EIGHT INGREDIENTS,
THIS GENTLE FORMULA IS AN
ESSENTIAL MEMBER OF YOUR
HEALING ARSENAL.

OH

HYVIA® CRÈME

PUTTING THE TREAT IN TREATMENT

EPICUTIS® Hyvia® Crème

This rich, velvety treatment crème is the perfect marriage of nature and science—our proprietary powerhouses, backed by a fresh crop of pure, responsibly sourced botanicals with proven skin benefits.

HYVIA®, a patented moisturizing agent derived from organic non-GMO chia seed oil, instantly drenches the skin in deep hydration while blocking blue light damage. DSD works to shield the skin from harmful aggressors like UV rays.

Shea butter and evening primrose extract are also hard at work, helping the skin absorb and retain key nutrients and antioxidants—for a complexion that instantly looks plump and dewy, with additional skin-health benefits that build over time.

Plumping, Protecting + Empowering Ingredients:

- HYVIA® to boost hydration + block blue light damage
- DSD to help protect skin from environmental aggressors
- Shea butter for deep conditioning with a dewy finish
- Evening primrose extract to brighten + fade hyperpigmentation

HYVIA® CRÈME FORMULATION Water, Caprylic/ Capric Triglyceride, Propanediol, Glycerin, Butyrospermum Parkii (Shea) Butter, Pentylene Glycol, Limnanthes Alba Meadowfoam Seed Oil, Glyceryl Stearate SE, Stearyl Alcohol, Steareth-20, Tocopherol, Salvia Hispanica Seed Oil, DSD (Disodium S-Phytol Diglycolylcysteine), Spilanthes Acmella Flower Extract, Ceramide NP, Isocetyl Alcohol, Cetyl Alcohol, Phytosterols, Ferulic Acid, Oenothera Biennis (Evening Primrose) Seed Extract, Butylene Glycol, Carbomer, Sodium Phytate, Potassium Hydroxide



USAGE

Daily Use Protocol: Following Lipid Serum or on clean, dry skin, apply Hyvia® Crème to face, neck and décolleté, using a pea-sized portion for each area. Use fingertips to distribute product evenly, then take a few moments to stimulate circulation with feathery upward strokes. Move upward from neck, to cheeks, to the under- eye area—finishing with the forehead. For best results, use twice a day (morning and night).

Pre-Treatment Protocol: While it's never too early to start, we recommend using both the Lipid Serum and Hyvia® Crème for a minimum of 10–14 days prior to invasive aesthetic treatments.

Post-Treatment Protocol: To speed barrier repair, soothe inflammation and instantly reduce the appearance of redness, apply Hyvia® Crème 24–48 hours after treatment, and repeat up to four times daily for as long as symptoms persist.

HYVIA® , A PATENTED
MOISTURIZING AGENT
DERIVED FROM NON-GMO
CHIA SEED OIL...



LIPID BODY TREATMENT

BRINGING THE BEST TO THE REST OF YOU

EPICUTIS® Lipid Body Treatment

Upgrade your daily routine with our new and unique body gel, to provide the rest of your body with unparalleled hydration paired with firming and tightening benefits. Hyvia® instantly hydrates your skin, lasting up to 24 hours with just one application of our Lipid Body Treatment.

Formulated with high concentration botanical extracts like the Lychee Seed Extract and Spilanthes Acmella Flower firm and tighten the skin by reducing fat tissue thickness, neovascular activity (formation of new viens), and an overall reduction of the appearance of fine lines and wrinkles.

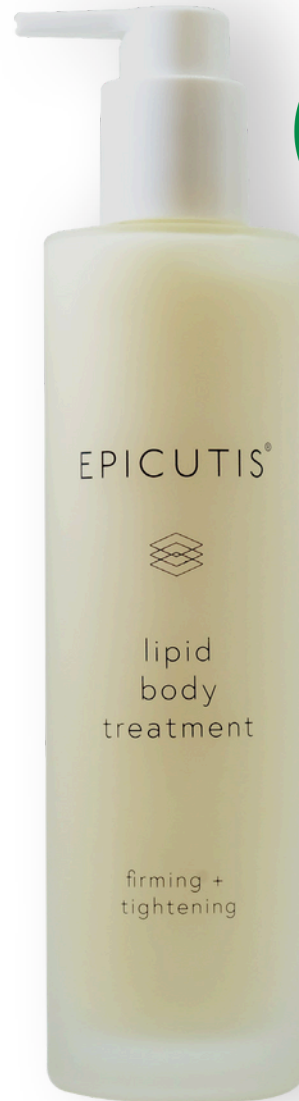
You can feel the gel in action as Glucosyl Hesperidin improves capillary circulation and increases the temperature of the applied area. Experiencing mild heat is normal during your initial applications, but may subside over time as use increases.

Firming, Tightening + Hydrating Ingredients:

- HYVIA® to boost hydration + block blue light damage
- Splinathes Acmella Flower Extract to firm + tighten skin
- Lychee Seed Extract to reduce fat tissue thickness
- Glucosyl Hesperidin to decrease neovascularization

LIPID BODY TREATMENT FORMULATION

Water, Propanediol, Caprylic/ Capric Triglyceride, Hydroxyethyl Urea, Pentylene Glycol, Glycerin, Ammonium Acryloyldimethyltaurate/VP Copolymer, Caffeine, Triethyl Citrate, Salvia Hispanica Seed Oil, Spilanthes Acmella Flower Extract, Sodium Hyaluronate, Nepheium Longana Seed Extract, Glucosyl Hesperidin, Tocopherol, Dihydroxylignoceroyl Phytosphingosine, Ceramide AP, Sodium Phytate, Citric Acid



USAGE



Daily Use Protocol: Apply 2-3 pumps of Epicutis® Lipid Body Treatment to clean hands. Evenly distribute to arms, torso, and legs, and massage into skin. Use twice daily. For added benefit gently exfoliate once per week. Experiencing mild heat is normal.

Pre-Treatment Protocol: We recommend using the Lipid Body Treatment for a minimum of 10–14 days prior to invasive aesthetic treatments.

Post-Treatment Protocol: To speed barrier repair, soothe inflammation and instantly reduce the appearance of redness, apply Lipid Body Treatment 24–48 hours after treatment, and repeat up to four times daily for as long as symptoms persist.

PROVIDE THE REST OF YOUR BODY
WITH UNPARALLELED HYDRATION
PAIRED WITH FIMING AND
TIGHTENING BENEFITS...



LIPID RECOVERY MASK

A NEW MASK FOR RAPID RECOVERY

EPICUTIS® **Lipid Recovery Mask** with 1% TSC

An ultra-concentrated version of our Lipid Serum delivered through a bio-cellulose mask, this deeply healing treatment instantly calms and soothes our skin in as little as 10–15 minutes.

Unlike traditional sheet masks, this bio-cellulose material forms your skin covering every inch of your face to deliver its highly concentrated formulation. Made from a special fermentation process, the bio-cellulose is made from organic material to help improve the delivery of actives when compared with paper.

Feel the mask instantly reduce heat, irritation, and the appearance of redness after just one use!

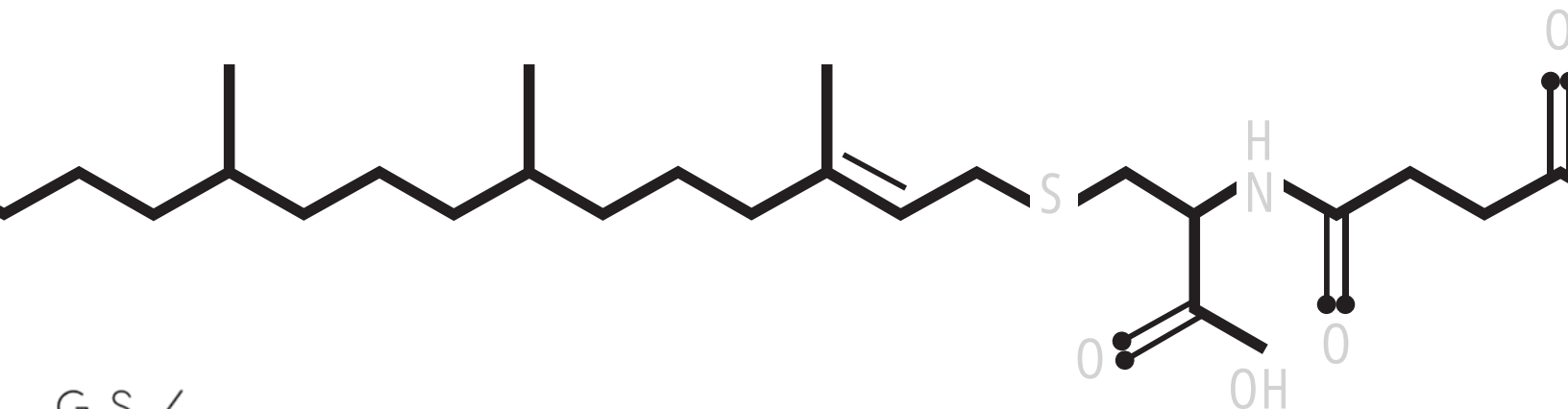


Benefits:

- Helps reduce the appearance of redness
- Promotes healthier looking skin Improves skin texture appearance
- Leaves skin feeling smoother and tighter
- Provides a soothing feeling to skin

LIPID RECOVERY MASK FORMULATION

Water, Propanediol, Glycerin, Pentylene Glycol, Disodium Tetramethylhexadecenyl Succinoyl Cysteine, Sodium Hyaluronate, Zinc Gluconate, Hydrolyzed Sodium Hyaluronate, Sodium Phytate, Citric Acid



USAGE

We recommend adding the Lipid Recovery Mask to your day or night routine at least once per week so you can experience the benefits of 1% TSC.

Weekly Use Protocol: Following Hyvia® Crème apply EPICUTIS® Lipid Recovery Mask to clean skin. After removing the mask from the pouch, peel the white protective sheet away and apply to your face. Once fitted, remove the outer blue layer revealing the bio-cellulose material underneath. Using a mask brush or fingertips, smooth mask evenly over face. Leave on for 15 minutes, and remove. Use fingertips to press any remaining product into the skin. No need to rinse.

Pre-Treatment Protocol: While it's never too early to start using any EPICUTIS® products, we recommend using our Lipid Recovery Mask 1–2 days prior to invasive aesthetic treatments.

Post-Treatment Protocol: To soothe inflammation and speed repair, apply our Lipid Recovery Mask *immediately* after treatment, and repeat once daily for as long as symptoms persist.

AN ULTRA-CONCENTRATED
VERSION OF OUR LIPID SERUM
DELIVERED THROUGH A BIO-
CELLULOSE MASK...



NECK AND DECOLLETE BOOSTER

A POWERFUL PROPRIETARY PARTNERSHIP

Delivered by HydraFacial™ and Powered by EPICUTIS®

Neck and Décolleté Booster®

EPICUTIS® is proud to partner with HydraFacial, using an exclusive formula developed specifically for use with their patented treatment technology. Powered by EPICUTIS®, the Neck and Décolleté Booster visibly revitalizes the neckline, making your skin look smoother and younger.

Made with AGSE (activated grape seed extract; *vitis vinifera*) this booster is clinically proven to combat the appearance of fine lines and wrinkles while possessing strong antioxidant and soothing properties to help calm skin and fight visible aging. HYVIA® (*salvia hispanica*) is clinically proven to boost the skin barrier function and moisturization while Spilanthes Acmella Flower Extract helps reinforce the architecture of the skin. These three botanical extracts dramatically improve hydration while boosting barrier function to leave your skin feeling calm and refreshed.

Benefits:

- Clinically proven to reduce the wrinkled appearance of the face and neck
- Clinically proven to combat the appearance of fine lines and wrinkles
- Possesses strong antioxidant and soothing properties to help calm skin

NECK & DÉCOLLETÉ BOOSTER FORMULATION

Water, Propanediol, Pentylene Glycol, Glycerin, PPG-13-Decyltetradeceth-24, Salvia Hispanica Seed Oil, Vitis Vinifera (Grape) Seed Extract, Spilanthes Acmella Flower Extract, Sodium Hyaluronate, Hydrolyzed Sodium Hyaluronate, Caprylic/Capric Triglyceride, Sodium Citrate



USAGE



Treatment Protocol: Professional Use Only. Use only as directed. Insert vial into the cartridge handpiece. Make sure the vial snaps into place. Attach a new Hydro Peel Tip on the handpiece. Perform the treatment and then clean the handpiece after each service as instructed in your Service Protocol Manual.

Pre-Treatment Protocol: While it's never too early to start using any EPICUTIS® products, we recommend using the Cleanse, Treat, and Hydrate steps for a minimum of 10-14 days prior to your HydraFacial™ treatment.

Post-Treatment Protocol: Immediately follow your treatment with our Lipid Recovery Mask or Lipid Serum to decrease the appearance of redness and to boost repair. For best results, stay consistent with your morning and night routine using our Oil Cleanser, Lipid Serum, and Hyvia® Crème.

The perfect pairing with your Neck and Decollete HydraFacial™ Treatment is our new Neck and Decollete Mask! Ask your clinician about using this mask to boost your results and recovery.

VISIBLY REVITALIZES
THE NECKLINE, MAKING YOUR
SKIN LOOK SMOOTHER AND
YOUNGER.



EXPERTISE



Dr. Jeffrey Stock | Co-Founder

Dr. Stock has spent more than 30 years on the cutting edge of biomedical research, and his Princeton laboratory has been fertile ground for discovery. A fellow of the American Academy of Microbiology, he has been the recipient of multiple awards and has authored more than 40 articles on skin health. Dr. Stock spent more than a decade developing the three novel ingredients that gave birth to the EPICUTIS® brand—and a new dawn for skincare professionals.



Masanori Tamura | Director of Product Development

With degrees in both physical chemistry and chemical engineering from the Universities of Tokyo and Kyoto, Tamura developed Japan's best-selling consumer skincare brand during his freshman year, going on to secure 10 patents for his innovative clean-ingredient design and formulation technology. Tamura's minimalist formulations make it possible to include high concentrations of our novel ingredients—for greater stability and more elegant formulations.



Eduardo Perez, Ph.D. | Chief Science Officer

Eduardo holds a Ph.D. in Biochemistry and Molecular Biology from Rutgers University, where he studied signal transduction before joining the Signum Biosciences and EPICUTIS® leadership teams. Dr. Perez has 15+ years of experience in skin research and leads our consumer product development team.

Maxwell Stock | President/CEO + Co-Founder

After more than 20 years of developing topical drugs and cosmetic ingredients, Max and his team created EPICUTIS® to change the face of the professional skincare industry from the inside out.



Lisa Johnson | SVP of Global Sales & Corporate Development

Lisa brings 15 years of hands-on clinical experience to EPICUTIS®—including an intimate knowledge of cosmeceutical procedures and the importance of a daily skincare regimen to long-term skin health.



Mark B. Taylor, MD | Board-Certified Dermatologist

Mark B. Taylor, M.D. is a world-renowned dermatologist and cosmetic laser surgeon who has been in practice for over thirty years. Dr. Taylor uses cutting-edge products and over twenty-eight different lasers to provide a range of high-quality services. We rely on Dr. Taylor's wealth of skincare knowledge and expertise to help develop and position our innovative formulas as well as develop post-procedure protocols to maximize aesthetic results.



PUBLICATIONS

PROVEN HEALING POWER

EPICUTIS® novel ingredients shine in published, peer-reviewed studies

TSC Improves the Signs of Aging

“Clinical [in vitro and topical] assessment of SIG1273 (TSC cream 0.25%) showed... significant improvement in the appearance of fine lines, coarse wrinkles, radiance/luminosity, pore size, texture/smoothness hydration, and increased firmness.”

J.R. Fernández et. al, Journal of Cosmetic Dermatology, 2015, 0, 1–8

TSC Fights Inflammation + Infection

“These results highlight the broad action of TSC to protect against UV, chemical (TPA) and metal-induced inflammation. Paired with its ability to inhibit bacterial growth, TSC represents a novel cosmetic functional ingredient that can be used alone or in combination with other skin care molecules to protect the skin.”

J.R. Fernández et. al, International Journal of Cosmetic Science, 2015, 37, 129–133

TSC Helps Banish Acne Blemishes

“SIG1273 (TSC gel) represents a novel cosmetic functional ingredient that provides a safe, dual-modulating benefit to individuals with acne-prone skin by reducing Propionibacterium acnes [bacterial] counts and reducing inflammation.”

J.R. Fernández et. al, Journal of Cosmetic Dermatology, 2012, 11, 272–278

HYVIA® Delivers Deep Hydration

“In a human clinical study, topical application of 0.1% HYVIA® provided several benefits to skin, including increased moisturization, barrier function and elasticity.”

J.R. Fernández et. al, Journal of Cosmetic Dermatology, 2020, 00, 1–8

PROTOCOLS

LET'S MAKE SOMETHING BEAUTIFUL TOGETHER

The EPICUTIS® inaugural product line was developed with significant input from our professional aesthetics partners—and your feedback will be instrumental as we evolve! Our current clinically verified concerns and protocols are listed below, but we look forward to closely collaborating with you as our product line grows.

EVERYDAY CONCERNS

Appearance of Redness
Sensitive Skin
Blotchy Tone
Inflammation
Uneven Texture
Skin Dehydration
Appearance of Fine Lines + Wrinkles

POST-PROCEDURE

HydraFacial™
Microneedling
Fractional Laser
Radio Frequency
Microdermabrasion
Cosmetic Injections
Chemical Resurfacing
Broad Band Light Therapies



NEW PARADIGMS

CHANGE IS COMING

The cosmetics industry has evolved rapidly over the last ten years as consumers become aware of improved technology, toxic formulations, and the need to prioritize health over everything else.

Transparency is becoming a must for skincare consumers, and many companies have accepted this, changing their formulations to be less toxic, but the risks are still high. Fragrances, preservatives, and harsh chemicals are still prevalent in formulations across the price spectrum.

We want to see greater change in how personal care products are made. Your health is the highest priority, and your products should reflect this. Toxic ingredients should be avoided, but why should we have to avoid them in the first place?

Together, through buying better products and demanding tools we can use to maintain and improve our health, we can force an old industry to make new, lasting changes.



EWG SKIN DEEP®

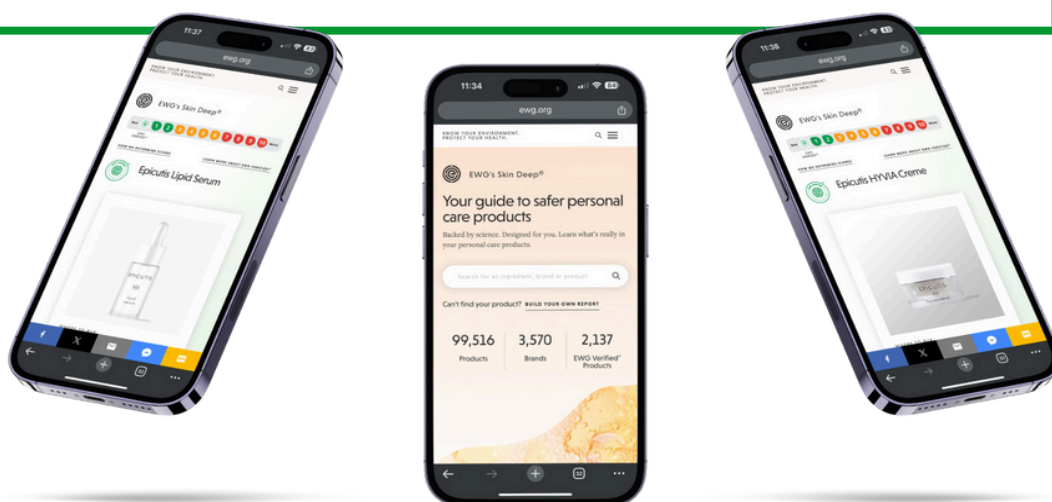


The EWG (Environmental Working Group) is a non-profit organization whose mission is to improve the quality of personal care products and inform consumers of the risks of potentially toxic ingredients and formulations.

Through their work evaluating these products to determine safety, they have created the Skin Deep® database for consumers to learn about a product's safety before purchasing. Each product is evaluated, looking at the safety of each ingredient and the overall formulation.

On a scale from 1 (being the safest) to 10 (being the most toxic or harmful), each ingredient within a formulation is rated for its safety. Now you can look up the product you want to buy to ensure you always keep your health safe.

Try looking up your products today!
www.ewg.org/skindeep



CHANGE IS COMING

Did you know: the United States has not updated cosmetic ingredient regulations since 1938? There are currently only 11 banned ingredients in the US compared to 1,300+ in the European Union.

That's why, as we continue to develop the EPICUTIS® product line according to our own ultra-stringent specifications, we'll also be working to hold the *entire industry* to a higher standard.

SHARE THE LOVE

Using our products with brag-worthy results? Share the love on social media, and don't forget to tag us: @epicutis #EpicutisSkin #SkincareReEngineered #LipidSerum #TSC #HyviaCreme #Hyvia #CleanBeauty #Skincare #ScienceBased #Esthetician #Clinician

Scan the QR Code below to get more resources and information on EPICUTIS®!



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