



THE  
WRINKLE  
SOLUTION

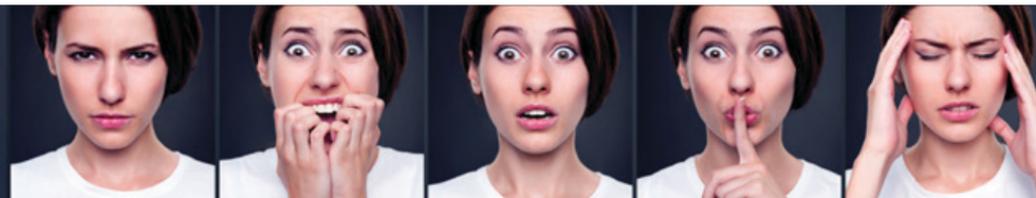


# WHAT CAUSES WRINKLES ?

The most visible DEEP wrinkles on the face are EXPRESSION LINES.

You may know them as: crow's feet, 11's, forehead creases and frown lines.

These wrinkles are caused by the expressions we make with our faces: happiness, sadness, confusion or just squinting from bright light.





Most of our faces have over 40 muscles. We contract them every time we smile, frown or squint.

An average person smiles over 18,000 times per year. By the time we are 30 to 40 years old, we have probably contracted our facial muscles 1 million times making common expressions.

The problem is, these muscles start to get “stuck” — they don’t fully relax after contracting to make an expression. This gives us expression lines. Deep wrinkles on the forehead, sides of the eyes and around the mouth.

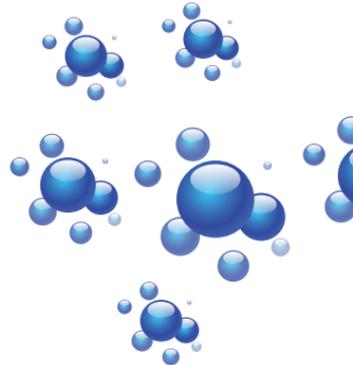
SIGNALS



SYNAPSE



ACETYLCHOLINE



Muscles are controlled by a SYNAPSE.

Think of it as a SWITCH.

In your face, the switch is a SYNAPSE. And SIGNALS make it release ACETYLCHOLINE which makes your facial muscles contract.

▶ MUSCLE  
CONTRACTION



▶ WRINKLES

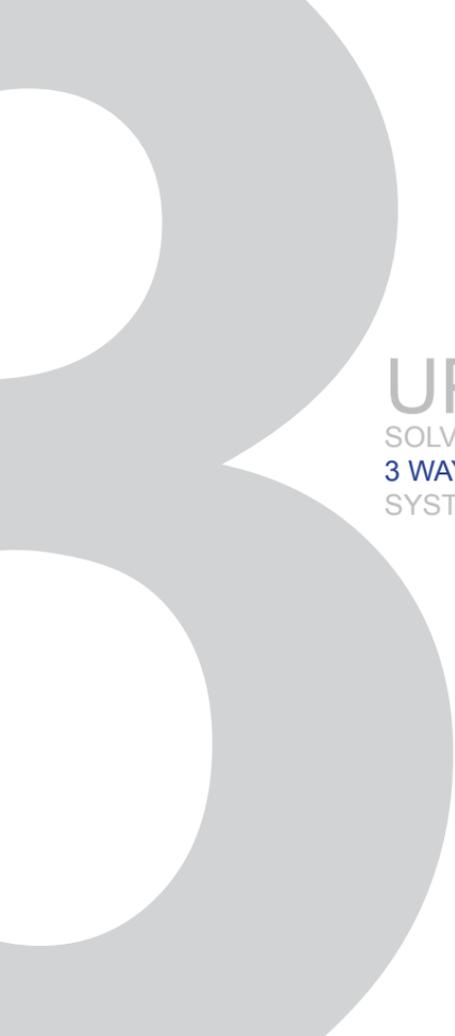


As we get older, this switch has gone on and off so many times making facial expressions, that it gets stuck in a permanent ON mode. They continually release acetylcholine keeping facial muscles “tense” which causes WRINKLES.

“ UP is the ultimate pre and post synaptic solution for deep wrinkles. It contains 22% of the peptides SNAP-8, Leuphasil®, Syn-ake® and Matrixyl 3000™ in a hyaluronic serum that promotes collagen and skin elasticity while dramatically reducing the appearance of lines and wrinkles. ”

Dr. Dean Goodless  
Dermatologist





UP 

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