



PREVAGE[®] MD ANTI-AGING TREATMENT FACT SHEET

What is PREVAGE[®] MD?

PREVAGE[®] MD anti-aging treatment, an innovative cosmetic by Allergan, represents the next generation of topical antioxidants and contains 1% idebenone – a revolutionary, potent, and effective antioxidant.

Idebenone, the active ingredient in PREVAGE[®] MD, is the first clinically tested and proven topical antioxidant that both corrects and protects the skin. PREVAGE[®] MD anti-aging treatment, with one percent idebenone, reduces the appearance of uneven skin tone,ⁱ fine lines and wrinkles.ⁱⁱ

What are the benefits?

In a recent clinical trial with 17 participants, patients found that PREVAGE[®] MD reduced the signs of skin aging in just four weeks. Seventy-two percent of patients reported a reduction in the appearance of fine lines and wrinkles, and 78 percent reported an improvement in skin softness and smoothness. After eight weeks of product use, the following were observed:ⁱⁱⁱ

- 86 percent reduction in skin roughness and dryness;
- 75 percent increase in skin firmness; and,
- 59 percent improvement in overall appearance.

PREVAGE[®] MD anti-aging treatment helps protect the skin from oxidative stress induced by environmental stressors known to cause skin aging, including:

- Ozone
- Air pollution
- UV radiation^{iv}
- Cigarette smoke

What is idebenone?

Idebenone is the most potent and effective topical antioxidant compound when compared to other commonly known antioxidants. Idebenone was found to be more effective than other antioxidants, including: kinetin (*Kinerase*[®]), coenzyme Q10 (Q10 Plus Wrinkle Control products from *NIVEA*[®]), lipoic acid (*N.V. Perricone M.D. Cosmeceuticals*[®]), vitamin C, and vitamin E.^v

ALLERGAN[®]



Idebenone has low molecular weight, excellent skin penetration and long shelf life stability.

Suggested use

Smooth on face and neck one to two times a day.

Size and cost

PREVAGE® MD anti-aging treatment is available in 1-ounce quantities at the manufacturer's suggested retail price of \$115.

Availability

PREVAGE® MD anti-aging treatment is available for consumers exclusively through select dermatologists' and plastic surgeons' offices.

For more information

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Or visit the PREVAGE™ MD anti-aging treatment Web site at
www.PrevageMD.com

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N.V. Perricone M.D. Cosmeceuticals is a registered trademark of N.V. Perricone M.D., Limited.

i 2004 AAD Poster Exhibit: Antioxidants Compared in a New Protocol to Measure Protective Capacity against Oxidative Stress – Part II; DiNardo, J., Lewis, J., Neudecker, B., Dimitar, B., Wieland, E., Maibach, H.

ii Six Week Clinical Evaluation of Prevenge For the Treatment of PhotoAging; J.C., DiNardo

iii 2005 Allergan data on file.

iv To protect skin from UV radiation, a combination of idebenone and sunscreen (SPF 15 or greater) is recommended.

v McDaniel DH, Neudecker BA, DinNardo JC, Lewis JA II, Maibach. Idebenone: a new antioxidant-part I. A relative assessment of oxidative stress protection capacity compared to commonly known antioxidants. J. Cosm Derm: 2005; 4(1): 10-17.