



# MEDCO FORUM®

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## SESHA Skin Therapy Delivers Nutrients Cell Deep with Proven Permeation Enhancement Technology *The Difference is in the Delivery*

More than ever, today's cosmetics consumer is inundated with products claiming to contain beneficial ingredients to "reverse" the signs of aging. It is a fact, however, that the molecular size of most active ingredients prevent them from penetrating the skin's protective outer layers.

As a result, many skincare creams use non-penetrating additives and silicones that merely sit on the surface of the skin. They may create the illusion of smoother skin, but without providing long-term nutritive benefits to the deeper living cells.

"Most everyone is focused on ingredients – this growth hormone or that peptide – all macro molecules," explains Dr. David Kung, a board certified plastic surgeon on the academic faculty at Georgetown University, Butler University and the National Children's Hospital in Washington, D.C. "But they don't have a way of getting them through the gap junction – the top layer of the skin."

What makes **SESHA SKIN THERAPY** (Newtown Square, PA) stand apart is **Permeation Enhancement Technology (PET™)**, the unique FDA-approved transdermal delivery system that enables powerful active nutritive agents and advanced protective antioxidants to reach the regenerative layers of the skin. From permeation studies, data shows PET™ can deliver vitamins A and E to the dermis layer +260% and +360% respectively. In this way, SESHA Skin Therapy actually aids in the healthy growth of new skin cells.



*Sesha Skin Therapy*

A pioneer in delivery technologies, **Conrex Pharmaceuticals Corporation** – maker of **SESHA SKIN THERAPY** – is best known as the research lab that discovered and developed PET™, an alternative to drug delivery by mouth or injection. Conrex was founded by MIT and Harvard educated scientist Dr. Dean Hsieh in 1985.

PET™ belongs to a family of compounds originally derived from a natural plant source. It works by solubilizing the active ingredients and temporarily modifying the permeability of the skin. Therefore, when large-molecule active ingredients are combined with PET™, they are able to pass through the skin barrier, the stratum corneum, to reach the deeper germinative layer of the skin. This provides for the fullest benefits of each individual ingredient. PET™ also allows for complex combinations of active ingredients to penetrate simultaneously, unlike liposomes, which hold only one ingredient at a time.

PET™ is integrated into all **SESHA SKIN THERAPY** treatment formulations to ensure the deepest penetration of active ingredients into the skin.

“If you are going to use a skin care product, use a product with proven science behind it,” says Dr. Kung, “especially in the area of permeation enhancement.”

Dr. Kung explains that while skin is the largest organ in the body, it is not necessarily the first to be fed. “Skin often gets leftover nutrients. It thins with age, and as it thins out, you see superficial imperfections, like wrinkles, fine lines, sagging. Dr. Kung’s approach is to “thicken the skin,” the opposite of what happens with aging.

“Traditional approaches wipe out the epidermal, protective layer of the skin, with ablative therapies. SESHA products are non-ablative, are proven, they’re all natural, and they work,” says Dr. Kung.

### SESHA’S Clinical Line

Utilizing the most cutting-edge and many clinically proven ingredients, such as MDI Complex, Dermaxyl™, Carnosine, Photolyase, Alpha-Lipoic Acid, CoQ 10 and Ascorbyl Glucoside, the **SESHA Skin Therapy Clinical Line** is a high-performance regimen sold only through the physician or medical spa. The system helps repair and prevent environmental damage, restore the skin’s dermal structure, reduce the deepest lines and wrinkles, and improve the results of aesthetic clinical procedures.

This revolutionary system addresses four key steps for healthier skin structure by:

- preventing free radical damage
- reducing glycation
- stimulating collagen growth/inhibiting the loss of elasticity

- repairing / protecting skin from UV damage

“Paying a lot for a product doesn’t make it better,” says Dr. Joseph Aguiar, a board certified plastic surgeon in Tampa, Florida. There, at his own Essentials Medical Spa, Dr. Aguiar has used SESHA products with numerous patients. “SESHA definitely excels in several areas,” he says, “including hydration, anti-aging, and in conjunction with Botox. It doesn’t rely on stripping the outer layer. It’s a more natural way of improving the health and appearance of skin.”

Injections are a major element of Dr. Aguiar’s practice. “With Botox,” he reports, “a significant improvement is seen when SESHA products are incorporated into a therapy regimen. And for patients with very sensitive skin who are looking for anti-aging remedies, “they have a product line that works, which they didn’t have before.”

“SESHA products seem to have fewer issues for patients with sensitive skin,” agrees Dr. John O’Brien, associate professor of plastic surgery at the University of Tampa, who is also in private practice and heads the Renaissance Med Spa in St. Petersburg, FL.

After using SESHA products on a few hundred patients over the past three years, Dr. O’Brien is starting to use the line more with patients undergoing laser resurfacing, pre and post-laser. “It seems to speed up recovery, and is gentle on the skin. It’s all about the health of the skin,” says Dr. O’Brien. “If a regimen makes the skin healthier, it improves the skin’s appearance.”

SESHA’s **OPTIMUM Line**, sold through the esthetician and salon,

targets deep lines and wrinkles, with a network of antioxidants, vitamins, botanicals and peptides that work synergistically to boost each other’s effectiveness in fighting free radical attack and rebuilding healthy skin. All **SESHA Skin Therapy** products are now paraben free and available without fragrance.

The **POST TREATMENT/SENSITIVE SKIN Line** was developed for speeding the healing process after aggressive aesthetic treatment and for even the most sensitive skin. It carries true oxygen to assist in wound healing, contains award winning ingredients to calm irritation and reduce erythema, while helping to prevent post-inflammatory pigmentation.

The unique **Cell-White Lightening Series** helps prevent hyper-pigmentation at all stages of its development. It incorporates active ingredients designed to prevent critical cellular processes that cause discoloration in the deeper skin cell layers; stop chemical chain reactions of melanocytes; effectively lighten the skin; and promote an increase in the cell turnover rate to exfoliate epidermal pigmentation.

Finally, **SESHA’s Acne Line** uses the most powerful acne-fighting ingredients to target and heal all stages of acne – from controlling overactive sebaceous glands to healing surface inflammation, while providing necessary hydration and SPF protection. ♦

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*For more information on Sessa Skin Therapy, please call 1.888.977.3742; visit our website at [www.SESHAskin.com](http://www.SESHAskin.com), contact us at [info@SESHAskin.com](mailto:info@SESHAskin.com), or speak to a representative at ASAPS conference, Booth #1337.*