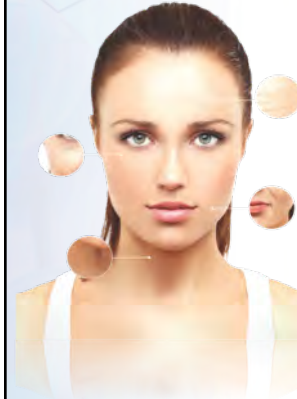


CIRCADIA®

Treating Skin Conditions

CIRCADIA® 2020

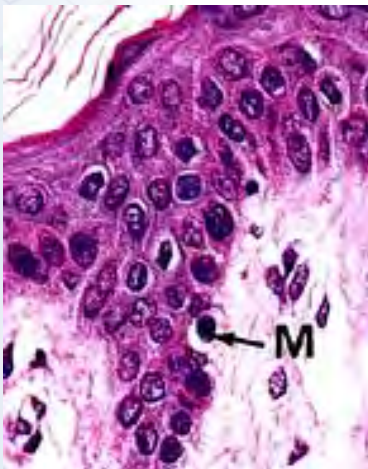
Skin Conditions



- Pigmentation
- Acne
- Aging

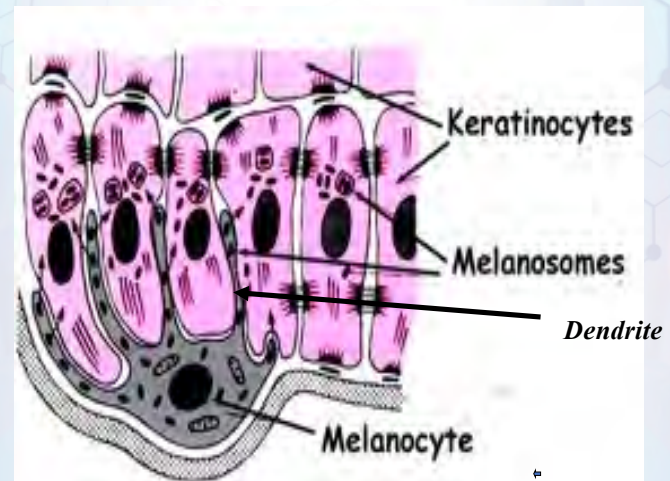
CIRCADIA® 2020

Pigmentation



CIRCADIA® 2020

The Melanocyte



CIRCADIA® 2020

The Melanocyte

- A melanocyte unit (MU) is defined as one melanocyte + 36 Keratinocytes = 1MU
- There are about 2000 MU /mm² in the face

CIRCADIA® 2020

Two Types of Pigmentation

1. Constitutive – natural, pigment generated without exposure to UV hormones
2. Facultative – induced pigment that results from UV hormones, inflammation

Two Types of Melanin

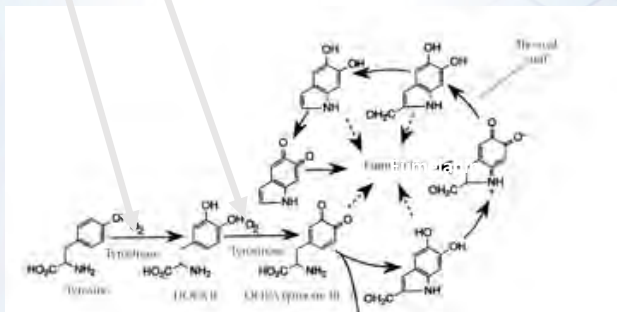
1. Eumelanin
 - brown or black pigment (dark skin) resistant to most chemical treatments
 - absorbs UV and visible light wave lengths as a protective mechanism
2. Pheomelanin
 - yellow or red pigment (irish, blond)
 - produces more free radicals & can worsen effects of UV exposure



CIRCADIA® 2020

Tyrosinase Enzyme

Tyrosinase acts here and here



CIRCADIA® 2020

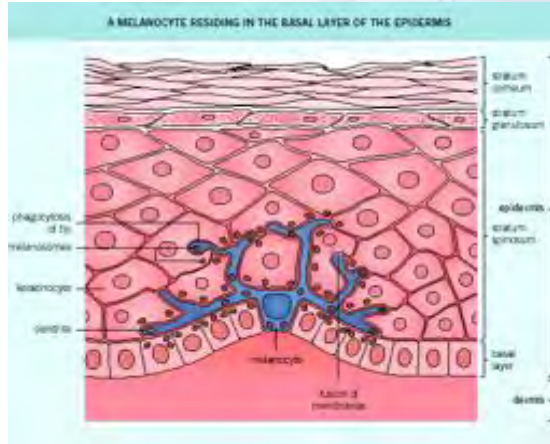
So what is next?

Once the melanin has been produced, next the cell must form little packets called melanosomes. Melanosomes are the melanin granules that must be transferred to the keratinocytes to be utilized for sun protection.

CIRCADIA® 2020

Melanosomes

Melanosomes must be transferred to the keratinocytes, for skin to have color.



Why Skin Colors Differ

• The size and number of melanosomes...

Dark skin has big melanosomes and more of them. 0.5 to 0.8 μ **200 per cell**



Light skin has smaller melanosomes and less of them.

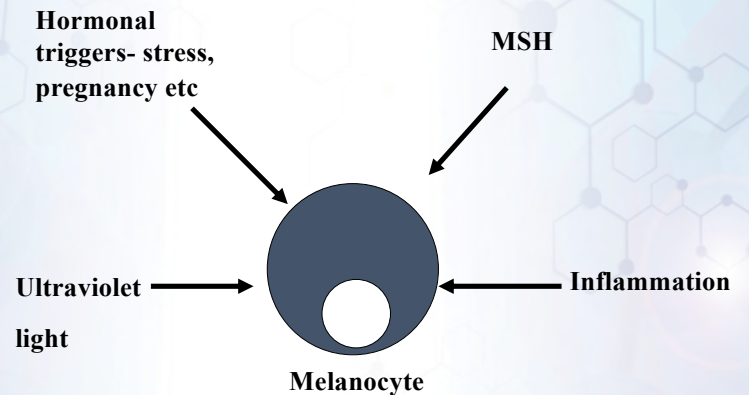


20 per cell

Why Skin Colors Differ

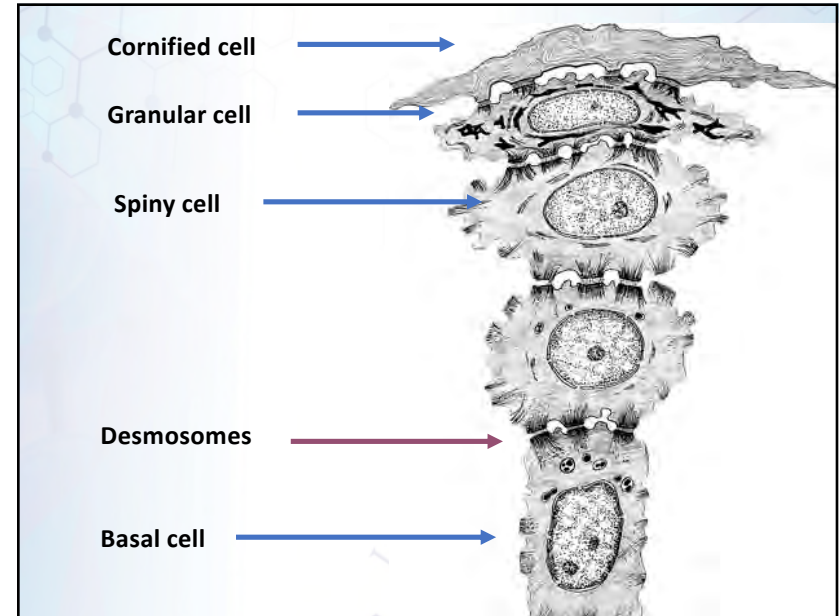
- Four types of melanosomes:
 - Type I -spherical without melanin (T-)
 - Type II- oval with minimum melanin (T+)
 - Type III- oval with high melanin content (T+)
 - Type IV- oval dense melanin (T-)

T= tyrosinase positive or negative

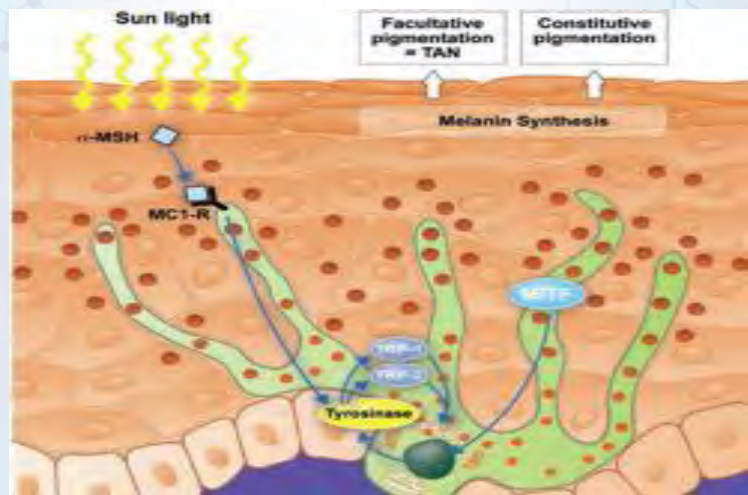


Pathways of Pigmentation

Tyrosinase/Melanin formation
 Exfoliation
 Alpha MSH Hormone
 Melanosome Transfer

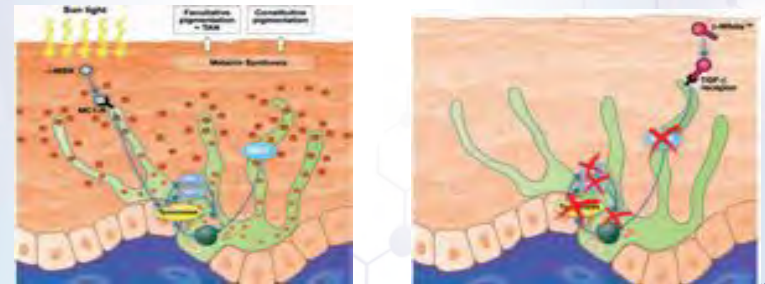


Melanogenesis



Alpha MSH Inhibiting Peptides

- MSH inhibiting Peptide
 - Blocks melanocyte cell receptors so message to begin melanogenesis is never received



Amandola Milk Cleanser

Skin Type Indications:

Dry Dehydrated, Hyperpigmentation, Dry Acne, Aged

Benefits:

- Non-foaming cleanser
- Active AHA cleanser
- AHA Exfoliation
- Brightening
- Hydrating
- At home mask

Key Ingredients:

Lactic acid - Exfoliating, brightening, hydrating

Mandelic acid - Exfoliating, brightening, anti-bacterial

Oat protein- powerful antioxidant, anti-irritant

Sweet almond milk- nourishing and moisturizing



CIRCADIA® 2020

Licorice & Bearberry Brightening Mist

Skin Type Indications:

Damaged, pigmentation, aging

Benefits:

- Brightens
- Hydrates
- Protects

Key Ingredients:

Extracts of Licorice, Bearberry, and Mulberry- contains natural lightening agents

Bearberry leaf (Arctostaphylos Uva-Ursi) extract and magnesium ascorbyl phosphate (Melfade PF)- tyrosine inhibitor

Melanostatine 5- a brightening peptide which inhibits the synthesis of melanin induced by α -MSH



CIRCADIA® 2020

Bright White Serum

Skin Type Indications:

Damaged, pigmentation, aging

Benefits:

- Brightens
- Evens out skin tone
- SPOT TREAT

Key Ingredients:

Trans-Resveratrol (Regufade)- powerful skin brightener
Tetrahexyldecyl Ascorbate (BVOSC)- oil-soluble Vitamin C ester that reduces melanin synthesis

Phenylethyl Resorcinol (SymWhite)- tyrosinase inhibitor, skin lightener and antioxidant

Marrubium Stem cell extract- activate the skins self-defense systems

Tyrostal-11 (Canadian plant extract)- inhibits tyrosinase, limits tanning, anti-erythemia effect, age spot reduction



CIRCADIA® 2020

White Veil Brightener

Skin Type Indications:

Damaged, pigmentation, aging

Benefits:

- Brightens
- Antioxidant
- Evens out skin tone

Key Ingredients:

Niacinamide- tyrosinase inhibitor, melanosome transfer inhibitor

Alpha-Arbutin- tyrosinase inhibitor

Chromobright- Brightening

SepiWhite MSH- prevents the production of tyrosinase, regenerative, antioxidant, brightening

Aminopropyl ascorbyl Phosphate- stabilized form of Vitamin C which stabilizes E and is an antioxidant

B-White- to decrease constitutive and facultative pigmentation pathways.



CIRCADIA® 2020

Treating Pigmentation with Circadia



- 8 week clinical study • Circadia Homecare + Treatments only

CIRCADIA® 2020

MandeliClear Peel by Circadia



- 3 Treatments

CIRCADIA® 2020

MandeliClear Peel - pH-3

Indications:

Lightening of post-inflammatory pigmentation due to: acne, melasma or photodamage, mild acne scarring. Fitzpatrick 1-5

Contraindications

Aspirin or salicylic sensitivity, pregnant or nursing, open wounds or suspicious lesions, highly sensitive skin types.

**Salicylic acid 7%, Lactic Acid 7%, Resorcinol 7%
Mandelic Acid 9%**

- Self Neutralizing
- Clients can expect mild to heavy peeling
- These peels should not be combined with any other treatments or services unless specified
- Maximum of 3 layers



CIRCADIA® 2020

Vitamin A Accelerator

Indications:

Suitable for all skin types- aging, dry, fine lines, lightening of post-inflammatory pigmentation, photo damaged

Contraindications

Vitamin A sensitivity, pregnant or nursing, open wounds or suspicious lesions, highly sensitive skin types.

Retinol 2.5%- Promotes cell turnover, Increases collagen and elastin through fibroblast stimulation

- Self Neutralizing
- Clients can expect mild to heavy peeling
- These peels should not be combined with any other treatments or services unless specified



CIRCADIA® 2020

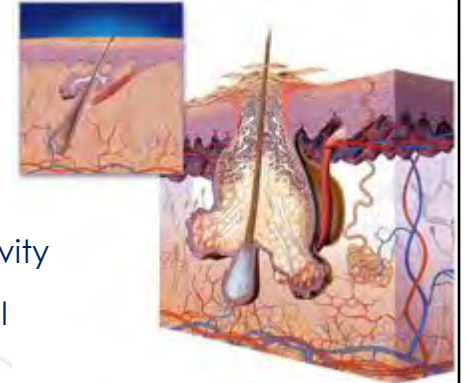
Acne



CIRCADIA® 2020

Anatomy of an Acne Lesion

- Reduce inflammation
- Normalize desquamation
- Reduce bacteria
- Promote healing
- Slow sebaceous activity
- Eliminate and control follicle congestion



CIRCADIA® 2020

Micro-Exfoliating Honey Cleanser

Skin Type Indications:
All skin types

Benefits:

- Foaming cleanser
- Gentle exfoliation
- Bio-degradable manual exfoliant
- Oil absorbing
- Gentle for daily use
- Sweet pleasant honey aroma

Key Ingredients:

Stepan Mild PCL - Sulfate free surfactant

Organic bees wax- Gently exfoliates the skin while absorbing excess oil. Patented Micro-Bead



CIRCADIA® 2020

Cleansing Gel with Salicylic Acid

Skin Type Indications:
Oily, Acne, Body Acne

Benefits:

- Foaming cleanser
 - BHA cleanser
 - Exfoliating
 - Reduces oil
 - Anti-bacterial
- (Not a daily cleanser, use every 2-3 days)

Key Ingredients:

Salicylic acid (2%) - Exfoliating, Anti-bacterial, Anti-inflammatory

Panthenol (provitamin B5) - regenerative, soothing



CIRCADIA® 2020

White Willow & Juniper Clearing Mist

Skin Type Indications:

Oily, acne prone, dry acne, teenage

Benefits:

- Anti-inflammatory
- Anti-bacterial
- Natural form of salicylic acid
- Wound Healing

Key Ingredients:

Chondrus Crispus extract (Marmoist)- instantly hydrate and softens

Trifolium Pratense (Clover) Extract

Rich in antioxidants

Alchemilla Vulgaris ("lady's mantle) Extract

Anti-inflammatory, wound healing and rich in antioxidants.

Juniperus Communis (Juniper) Fruit Extract

Antiseptic and astringent properties.

White willow bark and meadowsweet flower extracts

Contains natural salicylic acid and its derivatives.



CIRCADIA® 2020

Day Time Control

Skin Type Indications:

Oily, acne prone, dry acne, teenage

Benefits:

- Anti-inflammatory
- Anti-bacterial
- Mattifying moisturizer
- Controls oil production
- Can be used day and night

Key Ingredients:

Niacinamide- Decreases post inflammatory pigmentation

Regu-Seb- Decreases oil production

Bodyfensine Peptide - natural immunity and lowers risk of possible infections from external agents

GranActive Acne- antimicrobial peptides, effective against p. Acnes bacteria

Canadian Willowherb extract- inhibits p. Acnes, reduces free radical formation and reduces redness

Lilac stem cell extract- strong anti-inflammatory activity and effectiveness against p. Acnes



CIRCADIA® 2020

Nighttime Control

Skin Type Indications:

Spot Treat Acne/PM Application

Benefits:

- Encapsulate 5% Benzoyl peroxide
- Anti-bacterial
- Anti-inflammatory
- Soothing
- Spot treat 2-3 times a week

Key Ingredients:

Benzoyl peroxide (5%)- Reduces p. Acne Bacterial. Encapsulated & time released that is less irritating and provides mini burst of BPO

Linoleic Esters- anti-inflammatory, analgesic

Tocopherol- (Vitamin E) antioxidant, moisturizing

Allantoin- soothing



CIRCADIA® 2020

Spot Stop

Skin Type Indications:

Spot Treat Acne

Benefits:

- Cooling
- Anti-bacterial
- antimicrobial
- Anti-inflammatory
- Soothing

Key Ingredients:

Trikenol Plus- willow extract enriched with salicylic derivatives providing antimicrobial activity

Tocopherol acetate (Vitamin E): A very powerful fat-soluble antioxidant

Canadian Willow extract- inhibits p. Acnes, reduces free radical formation and reduces redness

HomeoSoothe- soothes and calms the skin from irritation

Quench T- reduces stinging, tingling, burning sensations and redness



CIRCADIA® 2020

Oxygen rx



CIRCADIA® 2020



Cocoa Enzyme
Least Active

Raspberry Enzyme
Middle Active

Zymase Enzyme
Most Active

Mix 1 part powder to 3 parts activator. Apply to the skin. Time for 8 – 12 minutes, unless otherwise instructed.

Enzymes are most effective when wet and warm. Use with steam/hot towel

CIRCADIA® 2020

Treating Acne with Circadia

- 3 months
- Circadia Homecare + Treatments



CIRCADIA® 2020

Oxygen Rx Treatment



CIRCADIA® 2020

Firming Peptide Mask

Indications:

Aging, Mature, Loss of Elasticity

Benefits: Firms, Tones, Boosts Skin's Energy, Delivers Essential Peptides

L-Carnosine- anti-glycation capabilities.

L-Carnitine- Amino Acid, Antioxidant support

Beta Glucan- Immune stimulant, activates natural repair system

Aspartic Acid- Amino acid that helps to boost your skin's energy.

Glumatic Acid- Protects and removes toxins



CIRCADIA® 2020

Australian Super-Berry Antioxidant Mask

Indications:

Dry, Dehydrated, Lackluster skin

Benefits: brightening, Antioxidants, increase cell turnover, Hydration

Pepperberry - Rich in antioxidants

Riberry- Contains antioxidants (vitamin E & anthocyanins) and essential minerals (magnesium, calcium, potassium).

Muntries- Nourishes the skin and provides a barrier against moisture loss

Lactic acid- stimulates GAGS, and functions as a tyrosinase inhibitor

Mandelic acid- Alpha hydroxy acid with tyrosinase inhibiting properties

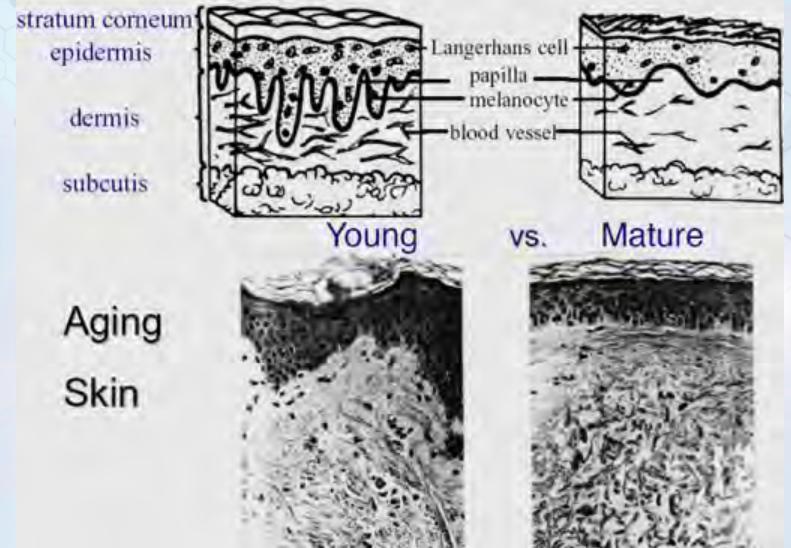


CIRCADIA® 2020

Skin and Aging



CIRCADIA® 2020



CIRCADIA® 2020

Causes of Aging

- Extrinsic Factors

- UV Exposure
- Free Radical Damage
- Glycation

- Intrinsic Factors
- Mitochondrial Dysfunction
- Telomere Attrition



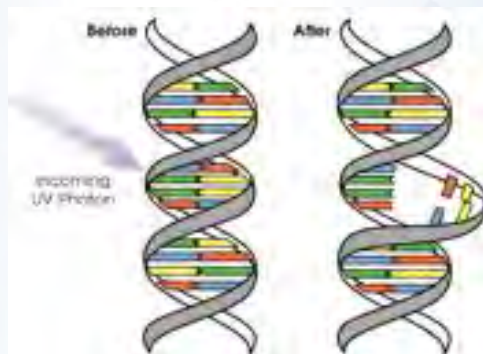
CIRCADIA® 2020

UVB

UVB has a short wavelength and therefore a higher energy but primarily affects epidermal cells. When UVB hits the skin, because the energy is so great, it is capable of creating crosslinking in the DNA of epidermal cells. If the body cannot correct this abnormal change it can create a mutation that leads to cancerous cell growth.

CIRCADIA® 2020

DNA Damage from UV Radiation



CIRCADIA® 2020

UVA

UVA has a longer wavelength and penetrates deeper into the dermis, however has significantly less energy than UVB. When UVA hits the skin it creates crosslinking of dermal proteins collagen and elastin. This leads to severe stiffening making them non-functional.

TIMPs are also found to be greatly degraded by UVA.

CIRCADIA® 2020

Free radical stress and photo damage from UVA exposure



Courtesy Dr Darrick E Antel

CIRCADIA® 2020

Free Radical Damage



CIRCADIA® 2020

Vitamin C Reversal Serum

Skin Type Indications:
All Skin Types

Benefits:

- Hyaluronic Acid Base
- Highly stable form of Vitamin C
- Fights free radical damage
- Brightening
- Firming

Key Ingredients:

Magnesium ascorbyl phosphate 10% - Highly stable form of vitamin C, antioxidant & inhibits the breakdown of collagen

Sodium hyaluronate- (multiple weight HA) binds moisture and soothes

Panthenol - (provitamin B5) regenerative, soothing



CIRCADIA® 2020



CIRCADIA
by Dr. Pugliese

Advanced Professional Skincare

CIRCADIA® 2020

Light Day Sunscreen Broad Spectrum SPF -37

Skin Type Indications:
All Skin Types

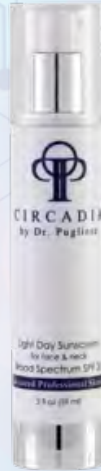
Benefits:

- UVA/UVB Protection
- Fights free radical damage
- Hydrating
- Anti-aging day cream with sun protection
- Environmental protection

Key Ingredients:

Avobenzon, Octinoxate, Octocrylene - absorbs UVA & UVB rays
SolaStay- award winning photo stabilizer

PhytoCellTech Solar Vitis (Grape Seed Stem Cell)- regenerate, hydrate and protect against UV Damage/Oxidative damage
Lipochroman 6- protects cells from internal free radical damage
Preventhilia- peptide that prevents damage caused by UV radiation to the DNA and proteins.



CIRCADIA® 2020

Vitamin Veil Cleanser

Skin Type Indications:
Dry, dehydrated, aged, post peel, post-surgical

Benefits:

- Oil based/non-foaming cleanser
- Anti-aging
- Hydrating
- Make-up remover
- Post peel/healing cleanser
- Treatment room massage

Key Ingredients:

Soybean Oil (GMO free) - Creates enzyme modulating peptides that decrease collagenase & elastase, Hydrates

Cranberry Oil - rich in vitamin e, antioxidants & EFA

Tocopherol (Vitamin E): fat-soluble antioxidant, wound healing



CIRCADIA® 2020

Nighttime Repair

Skin Type Indications:
Aging, damaged, glycated

Benefits:

- Increase cell turnover
- Wrinkle reduction
- Antioxidant
- Increase firmness

Key Ingredients:

Retinyl acetate- .3%; regenerative, increases cell turnover

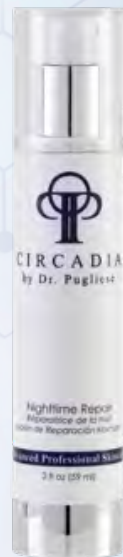
Matrixyl Syth 6- Reduces wrinkle depth, increases firmness

Ergothionine (Thiotaine)- antioxidant that helps to regenerate vitamin C

Phytosirt- Complex of Mexican bamboo, prevents glycation

Tetrahexyldecyl ascorbate-Brightening, collagen support, protection

Tocopherol acetate- very powerful fat-soluble antioxidant



CIRCADIA® 2020

Nighttime Repair Plus

Skin Type Indications:
Advanced Aging, damaged, glycated

Benefits:

- Increase cell turnover
- Wrinkle reduction
- Antioxidant
- Increase firmness

Key Ingredients:

Retinyl acetate- .5%; regenerative, increases cell turnover

Matrixyl Syth 6- Reduces wrinkle depth, increases firmness

Ergothionine (Thiotaine)- antioxidant, regenerated vitamin C

Phytosirt- Complex of Mexican bamboo, prevents glycation

Tetrahexyldecyl ascorbate-Brightening, collagen support, protection

Tocopherol acetate- very powerful fat-soluble antioxidant

ROXISOMES - Repairs DNA damage



CIRCADIA® 2020

Vitamin A Boosting Cream

Skin Type Indications:
Advanced Aging, damaged, vitamin A Booster

Benefits:

- Increase cell turnover
- Wrinkle reduction
- Increase firmness
- Used to boost Vitamin A Regimens

Key Ingredients:

Retinyl acetate- 1.0%; regenerative, increases cell turnover



CIRCADIA® 2020

Revita-Cyte Complex

Skin Type Indications:
Aging, damaged, sensitive to Vitamin A

Benefits:

- Wrinkle reduction
- Increase cell turnover
- Peptides, stem cells, botanicals & vitamins
- Increases ATP Energy

Key Ingredients:

Euk-134- Mitochondrial form of superoxide dismutase

Microalgae extract (Pepha-ctive)- protects and stimulates mitochondria by increasing ATP levels; improves skin radiance

Oat Beta Glucan- immune stimulant

Exo-T- Vitamin A alternative, increases cell turnover, stimulates desquamation, exfoliation

Matryxyl synth 6- evens out skin relief and smoothes wrinkles

Chronocyclin – enhances vitamin D expression by mimicking sun exposure



CIRCADIA® 2020

Myo-Cyte Plus

Skin Type Indications:
Aging, damaged

Benefits:

- Powerful wrinkle reduction
- Anti-glycation
- Minimize muscle contraction
- SPOT TREAT

Key Ingredients:

MatrixylITM - Helps stimulate collagen synthesis and elastin.

Matrixyl 3000TM - Helps repair damaged tissues

Snap-8 – Reduces depth of wrinkles

Inyline – Reduces depth of wrinkles

L-Carnosine- Essential amino acid that is anti-glycation properties

Passion Flower Extract- Contains three powerful muscle relaxants that are effective in smoothing wrinkled skin



CIRCADIA® 2020

Full Circle Eye Repair

Day Formula

Haloxyl- constricts capillaries which will help to lighten under eye

Argerline-Peptides inhibit muscular contraction, reducing the formation of wrinkles.

Night Formula

Matrixyl 3000- Peptides stimulate repair and increase collagen formation and at the same time minimize the formation of new lines.

Vitamin A- strengthens support tissue, aids in growth and repair of the epidermis, stimulates fibroblast cells to produce collagen and thicken the skin, improving firmness and elasticity.

Eyeliss- Works to decrease fluid buildup and de-puff.



CIRCADIA® 2020

Age Management with Circadia



• 8 week clinical study • Circadia Homecare + Treatments only

CIRCADIA® 2020

Firming Peptide Mask Split Face Study

Treated with Firming Peptide Mask 30 Min.



Untreated Side

CIRCADIA® 2020

Lactic Acid Peel 30%, 35%, 45% pH-1.9-3

Indications:

Photodamaged, Hyperpigmentation, Aging

Contraindications:

Rosacea, AHA Sensitive

Benefits: Gel based lactic acid with no down time.

Lactic Acid- Reagent grade acid, Hydrating, Exfoliating

- Must be timed, neutralized and removed
- Clients should expect little to no physical peeling
- Clients can return to regular skincare program the next day.



CIRCADIA® 2020

LightStim® | CIRCADIA® PROFESSIONAL

LightStim for Wrinkles Bundle



Bundle Includes:

- Micro-Exfoliating Honey Cleanser 8oz
- Vitamin C Reversal Serum 0.5oz
- AquaPorin Hydrating Cream 1.7oz
- LightStim for Wrinkles

(Discounted Price \$170 | SRP \$400 (incl. shipping))

LightStim[®] | CIRCADIA[®]
 PROFESSIONAL

LightStim for Acne Bundle

Bundle Includes:

- Cleansing Gel with Salicylic 4oz
- Spot Stop 0.5oz
- Daytime Control 2oz
- LightStim for Acne

Discounted Price \$132 | SRP \$264 (+free shipping)

Drop Shipping

STEP 1
CLEANSE

STEP 2
EXFOLIATE

STEP 3
HYDRATE

STEP 4
CORRECT

STEP 5
PROTECT