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PHYTOCELL

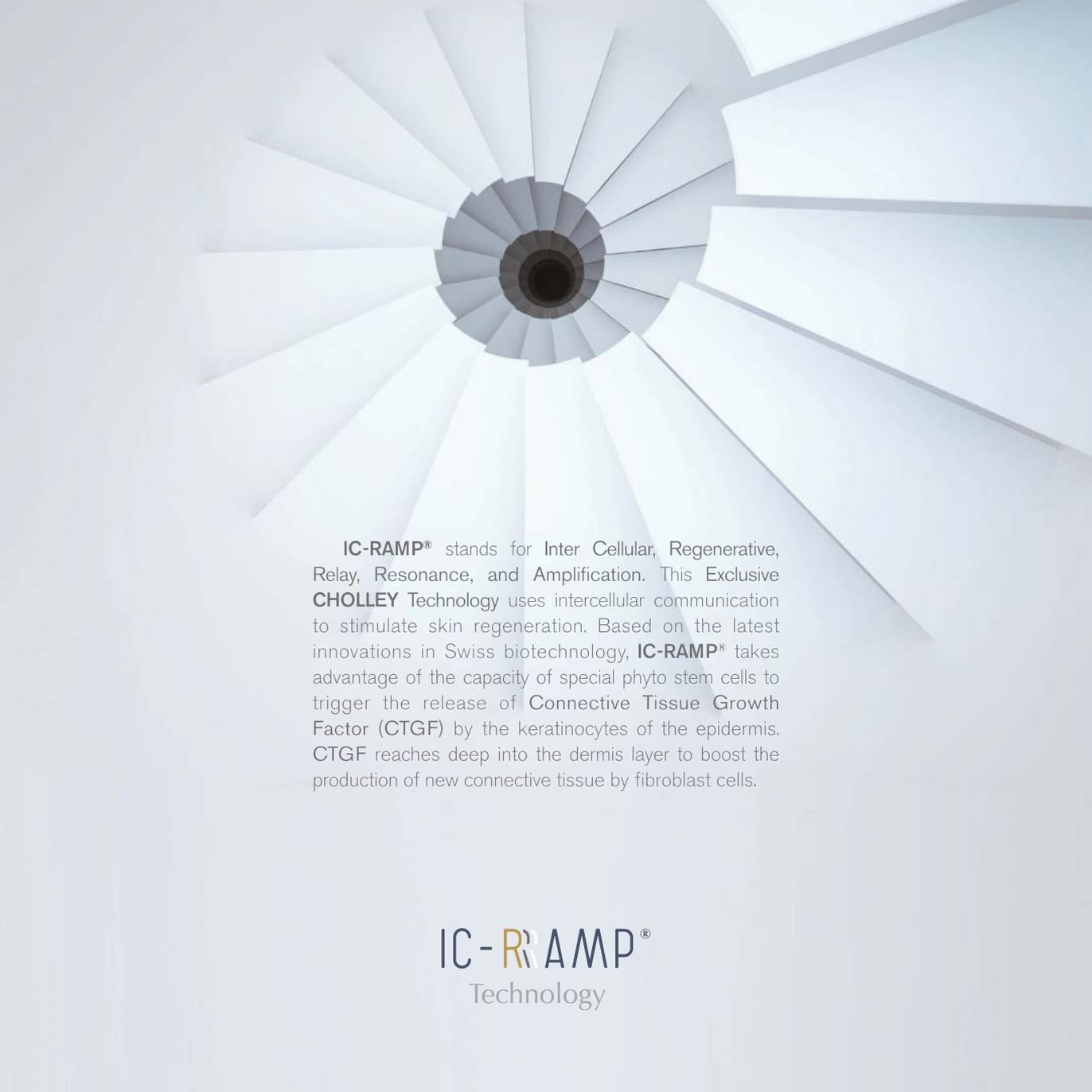
CHOLLEY Swiss Company with over 25 years of innovation and excellence, is making a major impact on the cosmetic industry by bringing to the world market its exclusive **IC-RAMP®** Technology.

Based on the latest innovations in biochemistry and cosmetic sciences, **IC-RAMP®** is at the forefront of stem cell research and development in Switzerland. It is the driving force behind the highly advanced **CHOLLEY PHYTOCELL PRODUCTS** that are designed as superbly effective skin care solutions for specific needs. They deliver the very best for health, protection, beauty, and anti-aging treatment of your skin.

WHY **STEM** CELLS ?

Skin's stem cells have a limited life and they are affected by environmental stress factors. As the skin ages the number and the efficiency of stem cells diminish. To slow the aging process cells have to be protected and fortified.

Fortunately, human stem cells exhibit epigenetic factors similar to those of certain rare plants. Hence Phyto Stem Cells can be used to supply vital nutrients (metabolites) to human stem cells and improve their health, strength, and longevity. Modern bio-engineering technology now enables us to grow suspension cultures of these phyto stem cells in bioreactors and extract them through liposomal structures. Consequently, **CHOLLEY PHYTOCELL PRODUCTS** benefit from the highest quality Swiss-origin stem cell cultures.



IC-RAMP® stands for Inter Cellular, Regenerative, Relay, Resonance, and Amplification. This Exclusive **CHOLLEY** Technology uses intercellular communication to stimulate skin regeneration. Based on the latest innovations in Swiss biotechnology, **IC-RAMP®** takes advantage of the capacity of special phyto stem cells to trigger the release of **Connective Tissue Growth Factor (CTGF)** by the keratinocytes of the epidermis. CTGF reaches deep into the dermis layer to boost the production of new connective tissue by fibroblast cells.

IC-RAMP®
Technology

CHOLLEY® PHYTOCELL CREAM

Super Premium Cream with Intense Anti-Aging and Anti-Oxidant Properties

Light and luxurious in texture, CHOLLEY PHYTOCELL CREAM penetrates instantly and boosts the skin's energy for a radiant look and swift recovery from oxidation caused by free radicals. CHOLLEY PHYTOCELL CREAM is very rich in active ingredients including phyto stem cells extracts, vitamins, pollen extract, ceramides, phytosphingosine, and unsaponifiable fractions of olive, wheat germ, and soybeans oils.

CHOLLEY PHYTOCELL CREAM uses the stem cell extract of Alpine Rose (*Rhododendron ferrugineum*), a prized indigenous plant of Switzerland that can cope with extreme conditions of cold, intense solar radiations, and nutrient poor soil. It contains excellent antioxidants and proteins such as: polyphenols, chlorogenic acid, taxifolin, rhododendrin, and dehydrins that protect against UV radiations, free radicals, extreme stress condition and dehydration.

CHOLLEY PHYTOCELL CREAM amplifies the anti-aging and anti-oxidant properties of Alpine Rose with the help of other advanced active ingredients in order to:

- Accelerate epidermal regeneration for a stronger and more resilient skin.
- Reduce wrinkles and other signs of aging.
- Reinforce skin's barrier function against environmental stress and oxidation by free radicals.
- Impart a fresh radiant look to the skin.



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CHOLLEY® PHYTOCELL BOOSTER

Super Premium Serum with Intense Anti-Wrinkle and Firming Action

CHOLLEY PHYTOCELL BOOSTER uses the latest advances in bio-engineering for maximum immediate and long term anti-aging benefits, resulting in a younger-looking, fresher, and lifted appearance. Using a superb delivery system, CHOLLEY PHYTOCELL BOOSTER penetrates immediately and is rich in phyto stem cells extracts and specific ingredients including oligopetdide-5, hyaluronic acid, cyclodextrine, allantoin, urea.

CHOLLEY PHYTOCELL BOOSTER uses the stem cell extract of *Malus Domestica* obtained from Uttwiler Spätlauber, a rare variety of apple that grows only in Switzerland. The longevity secret of this apple and its potential anti-aging benefits lie in its unusual stem cells.

The anti-wrinkle power of Uttwiler Spätlauber stem cells is enhanced by other anti-aging and skin conditioning active ingredients in CHOLLEY PHYTOCELL BOOSTER in order to:

- Boost the vitality of epidermal stem cells.
- Prevent slackening of the skin and preserve the oval form of the face.
- Reduce the depth and the size of wrinkles by restoring the 3D structural integrity of the epidermis.

In vitro tests have demonstrated that Uttwiler Spätlauber stem cells can increase proliferation efficiency of human skin cells by as much as 92%.



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CHOLLEY® PHYTOCELL ARGANIGHT CREAM

Super Premium Cream with Intense Anti-Aging and Firming Effects for Dry and Extremely Dehydrated Skins

CHOLLEY PHYTOCELL ARGANIGHT CREAM is an ideal firming, nourishing and hydrating product specifically formulated for skins that due to aging, dehydration or inadequate care have lost their radiance and strength.

CHOLLEY PHYTOCELL ARGANIGHT CREAM uses the stem cell extract of *Argan*, an indigenous north African tree, well adapted to extreme conditions. As an exceptional anti-aging product, CHOLLEY PHYTOCELL ARGANIGHT CREAM helps:

- Maintain the regenerative power of skin's dermal stem cells.
- Stimulate the production of type I collagen.
- Deliver an intense firming and skin conditioning action.

- Arrest oxidation by free radicals.
- Hydrate, soften, and smooth the epidermis.

In vitro tests have verified the excellence of CHOLLEY PHYTOCELL ARGANIGHT CREAM and its exceptional ability to increase the synthesis of type I collagen by as much as 200%. For this reason CHOLLEY PHYTOCELL ARGANIGHT CREAM is a perfect product against the effects of aging, whether chronological or induced by UV radiations (photoaging).



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CHOLLEY® PHYTOCELL WHITINTENSE SERUM

Super Premium Serum with Intense Skin Whitening Action

CHOLLEY PHYTOCELL WHITINTENSE SERUM is an excellent skin whitening product with the most advanced and the highest quality ingredients known for this purpose.

CHOLLEY PHYTOCELL WHITINTENSE SERUM achieves its exceptional skin whitening performance via two very special ingredients, i.e. *Alpha Arbutin* and *Lepidium Sativum Sprout Extract*. The combined effect of these two active ingredients drastically lowers the melanin content of the skin for fast and outstanding results.

CHOLLEY PHYTOCELL WHITINTENSE SERUM is a leading edge skin whitening product with the following properties:

- Intense skin whitening action by preventing maturation of melanin
- Obstructs production of melanin by blocking the MSH hormone
- Stimulation of cellular metabolism
- Protective antioxidant action
- Hydrating and skin conditioning action

In vitro tests have confirmed the efficacy of CHOLLEY PHYTOCELL WHITINTENSE SERUM in reducing synthesis of melanin by up to 50%. The safety and biocompatibility of the product is also demonstrated through improved cellular metabolism by over 16%.



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CHOLLEY® PHYTOCELL EYE CONTOUR CREAM

Super Premium Eye Contour Cream with Exceptional Anti-Wrinkle, Anti-Puffiness, and Anti-Dark Circle Effects

CHOLLEY PHYTOCELL EYE CONTOUR CREAM is a very effective and complete cream specifically formulated for the problems of wrinkles, swelling, and dark circles. It is rich in phyto stem cells extracts, phytobiological actives, emollients, and hydrating factors.

CHOLLEY PHYTOCELL EYE CONTOUR CREAM uses the stem cell extract of *Symphytum* obtained from *Symphytum officinale*, one of the oldest known medicinal plants with healing, anti-inflammatory, and soothing properties. Tests with tissues extracted from elderly subjects have proven particularly notable for building a thicker and smoother epidermis with a higher content of hyaluronic acid.

CHOLLEY PHYTOCELL EYE CONTOUR CREAM uses the stem cell extract of *Symphytum* to:

- Reduce the depth of wrinkles.
- Diminish the visibility of dark circles.
- Increase the firmness and smoothness of the eye contour area.

CHOLLEY PHYTOCELL EYE CONTOUR CREAM also reduces congestion by improving skin's capillary circulation, which helps eliminate excess fluids. As a result, puffiness and under-eye dark circles shrink significantly in size and visibility.



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CHOLLEY® PHYTOCELL HARMONIZER

Super Premium Serum with Powerful Whitening Action Against Skin Hyper-Pigmentation and Age Spots

Age spots and dark patches of skin are the result of localized over production of melanin. CHOLLEY PHYTOCELL HARMONIZER has been specifically developed to fight the hyper-pigmentation of the skin. It uses absolutely the best, the most effective, and the safest phytobiological ingredients to achieve its exceptional performance.

CHOLLEY PHYTOCELL HARMONIZER is exceptionally rich in skin whitening active ingredients including: *Alpha Arbutin*, *Lepidium Sativum Sprout Extract*, and stem cell extract of *Vitis Vinifera* (grape) and *Azelamide MEA*. The combined effect of these ingredients is further enhanced by the natural extracts of licorice and cucumber. Hence CHOLLEY PHYTOCELL HARMONIZER drastically lowers the melanin content of the hyper-pigmented skin for fast and satisfying results. It also protects the skin against photoaging and oxidizing UV stress.

CHOLLEY PHYTOCELL HARMONIZER contains the stem cell extract of *Vitis Vinifera*, a rare variety of Gamay grape that is exceptionally tolerant to UV radiations. This special variety is known for its red flesh and juice due to an extremely high content of *anthocyanin*. As power antioxidants, anthocyanins are excellent free radical scavengers and act as natural sunscreens.

Vitis Vinifera stem cells generate special epigenetic factors and metabolize that:

- Protect human skin against the UV stress.
- Preserve the regenerative potency of epidermal stem cells.
- Increase the tolerance of skin to UV radiations.





*No parabens, no colorants, no allergens.
Dermatologically and clinically tested.*

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Technology

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S U I S S E

CH-6915 Lugano
tel +41 91 994 34 10 fax +41 91 994 18 20
cholley@cholley.com - www.cholley.com



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www.cholley.com