

- HA skin content decreases with aging, and the most visible effects are the loss of facial skin hydration, elasticity and volume, which are responsible for wrinkles. HA's mechanisms of action have been shown to be size-dependent and it has to be considered that HA's hydrating effect largely depends on its molecular weight ... Also, sunscreens containing HA may contribute to maintaining a youthful skin, protecting against the harmful effects of ultraviolet irradiation, due to the possible free radical scavenging properties of HA (Fallacara, et al., 2018).

Directions: Apply to clean, damp skin morning and night. Wait 5 to 10 minutes, then apply moisturizer.

Ingredients: Water/EAU, Polyethylene Glycol, Hyaluronic Acid, Pantothenic Acid (vitamin B5), Hydroxyethyl-cellulose, Phenoxyethanol, and Potassium Sorbate.

Cruelty-free, Hypoallergenic, & Non-irritating; Free of: Oil, Fragrance, Dye, Phthalates, Parabens, & Sulfates.

Suitable for all skin types.

MAGNA
Pharmaceuticals, Inc.

888.206.5525

www.MAGNAWEB.com

References

Bukhari, S. N. A., Roswandi, N. L., Waqas, M., Habib, H., Hussain, F., Khan, S., ... & Hussain, Z. (2018). Hyaluronic acid, a promising skin rejuvenating biomedicine: A review of recent updates and pre-clinical and clinical investigations on cosmetic and nutricosmetic effects. *International Journal of Biological Macromolecules*, 120, 1682-1695.

Fallacara, A., Baldini, E., Manfredini, S., & Vertuani, S. (2018). Hyaluronic Acid in the Third Millennium. *Polymers*, 10(7), 701.

Patent documents: On file at MAGNA Pharmaceuticals, Inc.

Macías Ortega, M., Espinoza, P.C., Suazo, S., Jimenez, A.N., Rubio, F., & Brief, L. (2015). Clinical application of hyaluronic acid. *Medical Science Faculty Magazine*. (Print); 12(2): 41-49.

MAGNA Hyaluronic Acid Serum + B5



Rejuvenate

THE SKIN YOU'RE IN

The *Difference* is in the *Daltons*

A unique, potent, ideal molecular weight (540,000 daltons), quality HA, in a patented, skin-delivery matrix which helps restore & maintain optimal moisture balance, & helps improve fine lines & wrinkles, skin tone, texture, color, & radiance.



MAGNA
Pharmaceuticals, Inc.

www.MAGNAWEB.com

"Hyaluronic Acid has had enough acceptance in its use for cosmetic treatment, having a remarkably quick result with semi-permanent duration." - (Ortega, et al., 2015)

Benefits of MAGNA Hyaluronic Acid Serum + B5

1.7% High Potency Hyaluronic Acid + 1.5% Pantothenic Acid (Vitamin B5)

1. Face Rejuvenation
2. Anti-aging
3. Wrinkle Reduction
4. Space-filling (e.g. tear troughs, nasolabial folds)
5. Skin Firmness & Elasticity
6. Patented, Biosynthetic, Nonionic Polymer Matrix, which Enables HA Potency & Stability
7. Effective Moisturizer: Vitamin B-5
8. Cruelty Free, Hypoallergenic, & Non-irritating
9. Free from Phthalates, Parabens, Sulfates, Fragrances, Dyes, & Oils
10. Skin Serum of Utmost Quality, but Affordable (See Patent & References to support # 1-10 above)

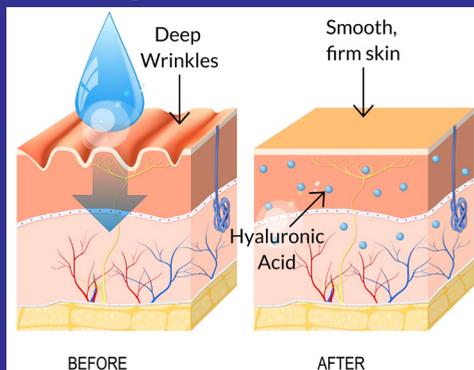
MAGNA Hyaluronic Acid Serum + B5 (MAGNA HA + B5) is a unique hydrating serum, which provides intensive nourishment with high potency, high quality hyaluronate in a patented, skin-delivery matrix. **MAGNA HA + B5** helps restore and maintain optimal moisture balance, and helps improve fine lines & wrinkles, skin tone, texture, color, and radiance.

How Does MAGNA HA + B5 work?

MAGNA HA + B5 is a patented, high potency hyaluronic acid (HA) serum that contains **1.7% of low molecular weight hyaluronic acid and 1.5% vitamin B5**.

MAGNA HA + B5 is developed using a non-ionic polymer matrix (IPM) patented technology, which matrix enables the manufacture of a high potency, stable, viscous, serum (patent documents on file). The hyaluronic acid in **MAGNA HA + B5** has an ideal molecular weight, approximately **540,000 daltons**. Ideal HA molecular potency = greater skin absorption

Hyaluronic Acid



and hydration (i.e., hygroscopic and hydrophilic properties). In addition, vitamin B5 enhances skin repair and helps regulate oil production. Also, the hyaluronic acid in **MAGNA HA + B5** is biosynthesized (not from animal sources), so **MAGNA HA + B5** is hypoallergenic and cruelty-free.

While HA can be found naturally in almost every cell in the body, almost 50% is found in the skin tissue. HA works with collagen to maintain skin's structure. Collagen gives skin its firmness, but HA nourishes and hydrates the collagen.

Young skin is smooth and highly elastic because of high HA concentrations. As we age, our bodies no longer produce adequate levels of HA, causing skin to become drier. HA acts as a space filler by binding to water and putting moisture back into the skin, thus keeping the skin plumper with less wrinkles.

- At age 30, the body reduces the reproduction of HA.
- At age 40, skin has 50% less HA than the amount at birth.
- At age 60, skin has 10% or less HA remaining.
- Skin collagen needs HA for expansion and water retention.
- UV rays destroy HA; elastin fibers become brittle; the skin's supporting network becomes compressed; and wrinkles begin to form.
- *Hyaluronic acid exhibits remarkable anti-wrinkle, anti-nasolabial fold, anti-aging, space-filling, and face rejuvenating properties. HA, alone or in combination ..., showed promising efficacy in skin tightness and elasticity, face rejuvenation, improving aesthetic scores, reducing the wrinkle scars, longevity, and tear trough rejuvenation (Bukhari, et al., 2018).*