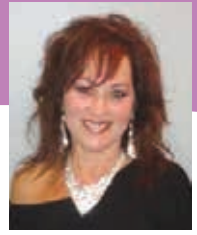


The Beauty Legend Behind The World's Premium Skin Care Range



A woman with a commitment to natural solutions, Yaffa Zhav also has the credibility and intuition that comes with over 25 years' experience as beauty entrepreneur and innovator.

Yaffa has spent her life researching and refining natural beauty techniques that deliver the proven results that modern people demand. "There isn't a person alive who wants to look as though the effects of age and environment are evident on their face" says Yaffa, "But by the same token, no one really wants to resort to surgery. I believe that the answer lies in natural solutions that work in harmony with the skin and body, stimulation, detoxifying and regenerating. Nature has the answer. We just need to put careful research into finding them".

"I believe that the answer lies in natural solutions that work in harmony with the skin and body"

Yaffa Zhav Dermo Plant Stem Cells, High-Tec Technology to Protect Human Skin - from the argan tree

Stem Cell technology is based on the fact that our skin has the ability and the potential to remain young. This ability exists in our Stem Cells, which are located in the basal layer of the epidermis. Their function is to replenish and maintain the balance of cells within the skin tissue and regenerate damaged tissues during injury. The Stem Cells monitor the correct function of the skin, therefore keeping it healthy.

As the skin ages, the ability of our Stem Cells to function decreases. In order to solve this problem, PhytoCellTec re-encourages our skin Stem Cells to perform better, by using outer Stem Cells from a plant origin.



PhytoCellTec is rich in epigenetic factors and metabolises, thus providing the cosmetic benefits of:

- **Protecting longevity of skin Stem Cells**
- **Delaying senescence of essential cells**
- **Rejuvenating the skin**
- **Decreasing wrinkles depth**
- **Fighting against chronological ageing**

The products in the line are based on PhytoCellTec™ Argan and DermCom for boosting collagen and elastin production, increasing skin firmness and reducing wrinkles.



Yaffa Zhav

Beauty with Nature

Yaffa Zhav Argan Plant Stem Cell Range

PhytoCellTec™ Argan - Revitalizing dermal stem cells to improve skin density

Dermal stem cells were identified only recently and were found to be able to renew themselves, to induce formation of hair follicles and to differentiate into dermal cell types like fibroblasts. However, with age, they become less active and decrease in number. As a result elastin and collagen production drops, the skin loses its elasticity and firmness, and wrinkles appear.

PhytoCellTec™ Argan are made from stem cells of the argan tree, one of the oldest tree species in the world.

PhytoCellTec™ Argan was developed to improve the regenerative capacity of dermal stem cells. It is encapsulated in liposomes to improve its absorption by the skin. PhytoCellTec™ Argan is the very first active ingredient that is capable of both protecting and revitalizing human dermal stem cells to fight skin aging, right at the source. Studies show that PhytoCellTec™ Argan improves skin density, reduces wrinkle depth and improves skin firmness.

DermCom - Mimicking the activity of natural growth factor to repair the skin matrix

DermCom based on Crocus Chrysanthus bulb extract, can slow the aging process by stimulating communication between skin cells. DermCom was shown to stimulate Keratinocytes to secrete growth factors that could enhance the synthesis of collagen and elastin in the dermis. Its activity on fibroblasts was comparable to that of transforming growth factor (TGF-β), which activates the synthesis of ECM proteins (collagen and elastin). Study results showed that DermCom significantly increased skin firmness.

Yaffa Zhav - The next generation of stem cell technology **Yaffa Zhav Argan Plant Stem cells range**

The range is chemical free and without Parabens, Preservatives, Perfume, Colorants, S.L.S., Mineral Oil, Allergens, Silicones, Propylene Glycol, Petrolatum, Peg, Carbomer



Inter Cellular Day Cream For dry/sensitive skin.

This advanced formula contains the most innovative active ingredients from the world's leading laboratories: PhytoCellTec™ Argan, an extract of Argan stem cells, and DermCom, based on Crocus Chrysanthus bulb extract, which is associated with rejuvenation and supports cell-to-cell communication.

The formulation also contains Matrixyl® synthe'6™, which has a strong anti-ageing and anti-wrinkle effect. The result is a decrease in the appearance of wrinkles, an improvement in skin firmness and a deduction in signs of ageing.

Inter Cellular Night Cream For dry/sensitive skin.

Most of the rejuvenation and rebuilding activity of the skin takes place at night. This activating night cream contains the most innovative active ingredients from the world's leading laboratories: PhytoCellTec™ Argan, an extract of Argan stem cells, and DermCom, derived from Crocus Chrysanthus bulb extract, which is associated with rejuvenation and facilitates cell-to-cell communication.

The formulation also contains Chronodyn™ to provide vitality and energy to the skin while you sleep. The result is an improvement in skin firmness and density and diminished signs of fatigue.

Inter Cellular Serum For dry/sensitive skin.

This innovative face serum provides maximum Anti-Ageing effect. The formula combines a wide selection of active Anti-Ageing ingredients for an intensive treatment. The serum is based on the innovative PhytoCellTec™ Argan technology, an extract of Argan stem cells. The serum contains DermCom, based on crocus chrysanthus bulb extract, which is associated with rejuvenation and supports cell-to-cell communication, and Matrixyl®synthe'6™ which has a strong wrinkle-decrease effect. The serum is enriched with vitamin E and soothing ingredients.