



Makucell™ Announces Key Scientific Findings For Its Proprietary Technology, Asymmtate™

Scottsdale, AZ and Los Angeles, CA--(BUSINESS WIRE)--July 17, 2012. Makucell, Inc., a pioneering regenerative biotechnology company dedicated to the development, manufacture and distribution of non-prescription products formulated to reduce the impact of aging on the skin's appearance announces key scientific findings for its proprietary technology, Asymmtate™. Asymmtate™ is a cosmetic ingredient that influences the gene co-activator choice used by β -catenin to encourage skin stem cell differentiation. The study's results showed that application of a cream containing Asymmtate™ is associated with down-regulation of the gene expression of pro-opiomelanocortin ("POMC") and up-regulation of melanocortin receptor ("MCR1") in human skin compared to the base cream. Aging, especially photo-aging, causes differences in the distribution and activity of melanocytes leading to mottled pigmentation, freckles and lentigines (liver spots). The study results suggest that using a cream with Asymmtate™ may reverse gene expression changes associated with aging skin and with lentigines. Makucell's Vice President and Chief Medical Officer, Mark V. Dahl, MD, will be presenting the poster at the Cosmetic Boot Camp in Colorado Springs, Colorado, which takes place July 19 through 21, 2012.

Michael Kahn, PhD and his team of gifted research scientists at the Eli and Edythe Broad Center for Regenerative Medicine and Stem Cell Research of the Keck School of Medicine at the University of Southern California developed the revolutionary ingredient, Asymmtate™, Makucell's core technology and the proprietary ingredient in the Renewnt™ brand skin care products.

Dr. Dahl is the past President of the American Academy of Dermatology as well as a Professor Emeritus at the Mayo Clinic in Arizona. He commented, "Makucell is committed to supporting our claims with results from controlled, blinded studies. This gene expression study confirms the hard science of Asymmtate™, Makucell's proprietary technology developed at USC."

"Now we have substantiation from a study — both for the gene expression and for the superior moisturizing effect of the Renewnt™ brand products," added Dr. Lawrence Rheins, Makucell President and CEO. "This study verified the efficacy of the formulation and aesthetic effects. The "blinded" investigator detected a statistically significant reduction in skin roughness at week-two, mirroring the comments we received anecdotally."

Asymmtate™ is a new approach to cellular aging, optimizing signals in the Wnt (pronounced "wint") pathway to energize the skin's stem cells, encouraging youthful cell behavior. Optimal signaling stimulates the skin stem cells to begin the process leading to keratinocytes, fibroblasts and other dermal cells which produce collagen, elastic tissue and substances in the supporting skin matrix. The result is younger-looking skin which appears firmer and smoother. ***This essential regenerative process is the key differentiator in Makucell's Renewnt™ skin care products.*** Renewnt™ skin care products are available exclusively through dermatologists or by ordering directly from Makucell via the toll-free number: **1-855-MAKUCELL.**

About Makucell

Makucell Inc. (www.Makucell.com) is a life science company dedicated to the development, manufacture and distribution of non-prescription topical products formulated to address the challenges of aging and photo-damaged skin. Based on scientific research at the Eli & Edythe Broad Center for Regenerative Medicine and Stem Cell Research at the Keck School of Medicine of the University of Southern California, Makucell's products are formulated to enhance the skin's appearance, making it stronger and more youthful-looking. The company's new proprietary core technology, Asymmtrate™, works with an individual's own skin stem cells to maintain cellular differentiation which decreases as we age.

Contacts

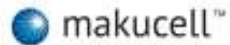
For Media and Investment Inquiries:

Makucell, Inc.

Lawrence Rheins, 480-305-2061

lrheins@makucellinc.com

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