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Makucell Unveils Renewnt™, a Revolutionary, Science-driven Skin Care Brand

SCOTTSDALE, Ariz. & LOS ANGELES--(BUSINESS WIRE)--Makucell, Inc., a pioneering regenerative biotechnology company dedicated to the development, manufacture and distribution of non-prescription products formulated to address the impact of aging and photo-damaged skin unveils the Renewnt™ (pronounced “Re-new-int”) brand, a revolutionary science-driven product line. Renewnt’s™ proprietary ingredient, Asymmtrate™, 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. The result is younger-looking skin which appears firmer and smoother. This molecular process is the key to our proprietary technology developed at USC’s Keck School of Medicine and transferred to Makucell’s Renewnt™ skin care line.

The Makucell Science

The body’s signals govern skin stem cells, controlling the decision to remain dormant, divide or differentiate (become normal, active tissue cells). Signals flow in pathways and multiple paths converge into one – the Wnt pathway. Makucell’s proprietary molecule Asymmtrate™ encourages optimal signaling in the Wnt pathway. 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. ***This essential regenerative process is the key differentiator in Makucell’s Renewnt™ skin care products.***

“Makucell is committed to supporting our claims with results from controlled, blinded studies”

Michael Kahn, Ph.D. 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, Asymmtrate™, Makucell’s core technology. Dr. Mark V. Dahl, Makucell Chief Medical Officer and former President of the American Academy of Dermatology as well as Professor Emeritus at the Mayo Clinic in Arizona, developed the formulations designed to target a specific skin type on a particular area of the body. Makucell has tested all the Renewnt™ products for safety and efficacy. The products:

- Penetrate into viable skin.
- Are not irritating or sensitizing.
- Show measurable up-regulation of genes that express skin structural proteins with simultaneous down-regulation of inflammatory genes in gene expression analysis.
- Perform well in clinical studies. Skin shows smoothing, plumping and an improvement in texture after as little as four weeks.

“Makucell is committed to supporting our claims with results from controlled, blinded studies,” explains Dr. Dahl. “We conducted standard industry safety tests, and the results were universally positive; Renewnt™ products were well tolerated with no adverse effects or safety issues. A combination of clinical trials and *in vitro* gene expression studies from treated biopsied skin continues to corroborate the aesthetic effects noted in the clinic.”

Dr. Lawrence Rheins, President and Chief Executive Officer of Makucell, commented, “Renewnt™ delivers extraordinary regenerative ability in a hydrating cream, providing an advanced anti-aging option. Asymmtrate™ in Renewnt™ wakes-up the skin’s stem cells which have become sluggish with age, to begin rebuilding the underlying supporting skin matrix. As a result, skin looks plumper and has a rejuvenated, youthful appearance.”

Makucell’s current **Renewnt™** skin care product line includes:

Renewnt™ for Hydration, a day and night facial moisturizer for a more youthful-looking appearance.

Renewnt™ for Strength, for the dry, thinning skin on hands and forearms to seal in moisture, repair the signs of aging and restore the essential skin barrier.

Renewnt™ for Firmness, a neck and décolletage cream hydrates and improves elasticity, reduces wrinkles and roughness, and visibly increases firmness.

Renewnt™ for Brightness, a serum to address irregular skin pigmentation and sun damage to lighten and even skin color.

Initially, Makucell is offering the Renewnt™ products exclusively through aesthetic skincare professionals and directly from Makucell by calling the toll free number 855-MAKUCELL.

Makucell has a full portfolio of products in its pipeline directed toward improving the appearance of skin, hair and nails which use the Asymmtrate™ core technology.

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

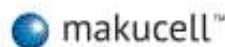
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