

Website design, navigation and copy created by Linda Parker Horowitz. The draft site is represented by screen shots. ART did not have a finalized logo or packaging. Perfume bottles and photos of Mark Zuckerberg and Donald Trump are place holders.



# AQUA REGENERATIVE THERAPIES

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is a life science company focused on skin care products located in Stevenson Ranch, CA. Sean M. Anderson, PhD., founded the company in 2010 during his PhD program at UCLA to follow his passion for transdermal delivery nanotechnology and to apply his science training to improving skin health. The company is quickly demonstrating proof-of-concept of the patent-pending transdermal delivery technology with scientific experiments along with selling ART's AquaSylk products.

Free  
Sample

## AquaSylk

ART's transdermal delivery employs nanotechnology to provide a novel, dual approach to hydrating skin. Unlike most moisturizers available today, ART's technology simultaneously addresses surface (extrinsic) hydration coupled with internal (intrinsic) cell-to-cell receptor signaling to energize the component cells to strengthen the skin matrix, moisturize and help repair the compromised barrier skin.

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## Technology

ART's patent-pending novel delivery system creates nanoparticles of water suspended in Rosehips oil to penetrate the epidermis, actively hydrating skin within the lower layers. The barrier seals the water in, as well as prevents it from evaporating. This dual action delivery and barrier system makes AquaSylk unlike almost all over-the-counter products available today.

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CREATING SKIN CARE WITH SCIENCE.

# COMPANY

## The Vision

To revolutionize therapies for human disease by leveraging the cash flow from science-derived, reasonably priced consumer skin care products to fund research.

## The Mission

Create regenerative skin care products based on hard science that measurably perform and are designed to deliver continued hydration over time, protecting fragile, mature skin as well as helping heal various skin conditions which plague people of all ages.

Sean Anderson, CEO and Founder, studied chemical engineering at UCLA, focusing his PhD studies on bio-materials, growth factors and cell signaling. Determined to apply his creativity and science knowledge to develop novel therapies to treat or cure disease and end suffering, he developed a business model to fund his research, one that would not involve any search for grant money, an interruption to his beloved research. ART was born in 2010 while Dr. Anderson was still in graduate school. The model was simple -- create a consumer skin care product and use the revenue stream to fund his research.

Reviewing the spectrum of products from the "old school" barriers such as petroleum jelly to high-end department store brands and cosmeceuticals touting the latest "scientific" ingredient, Dr. Anderson realized they were more hype than reality. Most of the products, even the most expensive ones dispensed through physicians, may have felt creamy and initially hydrating when applied, in fact, added very little moisture to the skin. They merely formed a protective barrier to keep moisture from evaporating. His "discovery" was confirmed by several leading dermatologists at a national conference of the American Academy of Dermatology, all noting the lack of serious science in skin care, particularly cosmeceuticals. Dr. Anderson knew he could create a consumer skin care product using the chemical knowledge he gained during his PhD program and nanotechnology, a novel approach. Armed with knowledge and motivation, Dr. Anderson was convinced his product would outperform the over-the-counter moisturizers available today.

Applying transdermal delivery nanotechnology to skin care, Dr. Anderson's developed intellectual property, ART's proprietary technology, which enables efficient transport of water and "water-loving" ingredients through the outer layers of the skin -- the stratum corneum and epidermis. Once the ingredients have reached the lower layers of the skin, the molecules signal to select cells to begin production of collagen and other extra-cellular matrix proteins. These proteins help reconstitute skin, making it more healthy, viable, and less likely to damage.

Moisturized skin is the key to healthy skin; therefore, the ability to effectively moisturize skin is critical to the success of all topical products. Current products trap moisture in the skin, but do not deliver it to increase the skin's hydration. Dry skin MUST receive moisture *beneath* the exterior layers in order to increase hydration, and as a result, improve skin health. Then, a product must hold hydration in the skin, preventing moisture from evaporating. Currently marketed moisturizers are humectants, occlusives, emollients, and reconstituted physiological lipids and proteins.

The need for extrinsic moisturization coupled with intrinsic repair is particularly important to the growing 55 to 80+ populations. With increasing age, the skin naturally thins and becomes fragile. It loses its ability to retain moisture, which can lead to barrier breakdown, tearing, and chronic low-grade inflammation, and worse, develop into festering wounds.

There is a critical paucity of technically superior moisturizing products to seriously address skin hydration, particularly for the older demographic segments, which continue to grow as we live longer. With 80 million baby boomers in the US and 350 million worldwide, there is a profound need for a new generation of moisturizing delivery systems to address the needs of this large demographic segment.

ART's transdermal delivery science provides a novel approach, simultaneously addressing surface (extrinsic) hydration coupled with inside (intrinsic) cell-to-cell receptor signaling to energize the component cells to strengthen the skin matrix, moisturize, and help repair compromised barrier skin.

***Novel hydrating products are a potential game changer in this product category and market space. ART's AquaSyk products are ready to do just that.***

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# PRODUCTS

AquaSylk products are non-greasy, aesthetically pleasing moisturizers developed for mature skin but suitable for any age. As we age, skin naturally becomes thinner and more fragile, often dry and prone to injury. Skin tears can become infected needing specialized wound management. AquaSylk infuses skin with necessary moisture and protects it by creating a barrier, sealing that moisture in.

## THE ART DIFFERENCE

ART's skin care is oil-based with a water-dispersion phase — without question, the most effective type of medium for moisture delivery. Until AquaSylk, only one company produced an oil-based product. Many companies have tried, but their moisturizers were overly greasy; they failed. ART has leveraged the advances in polymers and nanotechnology to create a non-greasy oil-based product that delivers hydration AND forms a protective external layer, holding in the skin's moisture. Hydrated skin is healthy, stronger skin, less apt to break and bruise.

## INTELLECTUAL PROPERTY ... A TRUE COMPETITIVE ADVANTAGE

ART's patent-pending hydration delivery employs nanotechnology to skin care science creating a dual approach to moisturization — actually ADDING hydration INTO the skin through the outer layers AND preventing moisture from evaporating, sealing it underneath the epidermis. Long lasting moisture helps heal and strengthen the skin. This revolutionary hydration delivery technology is AquaSylk's true competitive advantage.

## ROSE HIPS OIL BASE IN THE EXCLUSIVE WATER-IN-OIL EMULSION ADDS REJUVENATING PROPERTIES

AquaSylk products have rose hips as the oil base, an entirely natural oil that contains many skin nutrients, antioxidants, essential fatty acids, vitamin C and lycopene. The properties of Rose Hips oil helps promote skin health. The anti-inflammatory properties help relieve skin irritations, redness and itchiness so common with dry, flaky puritic skin associated with age and with conditions such as xerosis and eczema. It helps rejuvenate and repair the skin's surface, and may reduce the appearance of scars, fine lines and wrinkles as well as restore elasticity and correct dark spots so prevalent in the elderly. Antioxidants help to decrease environmental damage and soothe skin.

## HELPS RELIEVE SYMPTOMS OF ECZEMA, ATOPIC DERMATITIS & PSORIASIS

ART's AquaSylk products address the most common skin problems including eczema, atopic dermatitis and even psoriasis, with penetrating hydration. Sufferers may not need to use corticosteroids for an extended length of time to treat these disorders. With AquaSylk's deep penetrating ability to add moisture, when used daily, can help keep delicate, dry, inflamed skin nourished and moisturized.

**ART HAS A SCIENCE-BASED APPROACH AND SCIENCE-SUPPORTED CLAIMS.  
CONTAINS NO INGREDIENTS REQUIRING FDA APPROVAL OR OVERSIGHT.**

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## AQUASYLK FOAM



AquaSylk Foam is a first-of-its-kind non-prescription moisturizer to replace a body lotion. The rich, creamy foam spreads easily over the skin and leaves a silky finish, providing an enhanced sensory experience both immediately upon dispensing and after it is applied to the skin. ART's patent-pending technology built into the product delivers moisture through the exterior skin layers then forms a barrier to prevent that moisture from evaporating. ART's unique foam moisturizing product provides both the patent-pending hydration delivery and a unique sensory appeal.

## AQUASYLK INTENSIVE CREAM



AquaSylk Intensive Cream is a rich, intensely hydrating topical for those severely dry patches of skin such as elbows and heels. With the same patent pending hydration delivery technology as the foam, but with a heavier barrier. Yet this AquaSylk is easily absorbed and provides the aesthetically pleasing, smooth, silky touch as the foam.



# THE ART TEAM

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**Sean Anderson, PhD** is the founder and CEO of Aqua Regenerative Therapies. He has a PhD in chemical engineering from UCLA, where he focused his research and doctoral thesis on biomaterials, growth factors and cell signaling. During his career, Dr. Anderson worked at two large-scale manufacturing facilities, Baxter in Los Angeles where he was a member of the technical services group, and the manufacturer of Dermagraft, Shire in San Diego, on the process development team. During his tenure with Shire, Dr. Anderson participated in national conferences to address wound care. It was then that he noted the market potential for non-FDA-regulated moisturizers in wound prevention, particularly for mature skin. He began to formulate his eventual Intellectual Property by founding Abemic LLC, the predecessor to ART in 2010, prior to graduating from UCLA, fueled by his passion to apply science to skin care for seniors. It is Dr. Anderson's personal vision to leverage the revenue from AquaSylk products



**Linda Parker Horowitz** joined the team in June 2014, as the marketing strategy and branding consultant. She brings two decades of experience developing brands and brand awareness and drive sales. As a marketing consultant, most recently she helped launch Makucell, Inc. and its skin care line, Renewnt™. She provided technical writing services to Symphony Asset Management, a \$16 billion hedge fund. Linda served as the Marketing Director for Tyfone, a high-tech venture start-up that developed a patented security device for contactless payments and a mobile financial services software platform. Prior to that, Linda was the Vice President & Manager of Creative Services at Indymac Bank for the B2B division and a Vice President of Marketing at Union Bank of California as well as First Interstate Bank (then Wells Fargo Bank), in the Institutional Trust & Investment Management divisions for those companies. She received her MBA from Cornell University's Johnson School of Management.



**Scot Anderson, MBA**, joined the team in April 2013, as the financial advisor. Scot graduated from the University of Notre Dame in 1997 with a B.S. in Chemical Engineering and worked on aerospace materials. In 2006, Scot graduated from the University of Rochester with an MBA and subsequently worked for United Technologies. Since 2010, he has been working in the finance division of St. Jude Medical in Slymar, California.

**Andrew Hansen, Esq.**, retained in May 2014, is a lawyer with Workman Nydegger, and is ART's patent attorney. Workman Nydegger is known both nationally and internationally as a top intellectual property law firm specializing in prosecution and litigation. It represents a wide array of clients in all areas of intellectual property law, including patent, trademark, copyright, unfair competition and related litigation and licensing matters, and in a diverse range of technologies including computer systems, software, e-commerce and information technology; electronics and electrical engineering; pharmaceutical, nutraceutical, chemical, biotechnology, medical device and life sciences technologies; physics and optics; mechanics and mechanical engineering and alternative energy.

**Steven Rothman and Associates**, corporate attorney, was retained in June 2014. Steve and his associate, Sean Brady, specialize in assisting start-up companies out of UCLA with corporate governance documents. They are experts at the LLC structure, and have represented big name clients such as Patrick Soon-Shiong.

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