

Writing Sample - Not for Publication

Xtemcell... Nature's Gift to Skin Care Technology

Xtemcell represents a new breed of skin care products that work hand-in-hand with Mother Nature. Unlike most so-called "natural" products, Xtemcell's formulas are created *directly* from the cells of plants that are known to contain moisturizing and anti-aging properties. The miraculous process that makes this possible is known as *cloning*, and the miraculous plant at the root of all Xtemcell products is the Date Palm.



The Date Palm tree was chosen because of its unparalleled ability to live and thrive in the driest, most moisture-starved areas on our planet. It has a remarkable, innate ability to hydrate itself and sustain itself by generating and conserving its own water supply. A specific cell in the Date Palm's chemistry - *Phoenix dactylifera L* -- makes this possible, and our scientists have been able to duplicate this cell for use in Xtemcell products. By cloning these cells, we have isolated their desirable properties and created a series of age-maintenance skincare products that contain 100% organic stem cells from the mother plant. The result is superior moisturization of the skin without the use of harmful chemical ingredients.

What is the Date Palm and Why Are its Cells So Effective as a Moisturizing Agent?



Originating in the African and Middle Eastern deserts, the date palm has an innate ability to generate its own internal moisture in order to survive in a harsh, dry climate where there is not enough rain to sustain it. Xtemcell's products have been uniquely created to replicate this self-hydrating process in the skin by biologically duplicating, or *cloning* the tree's cells for use in our formulations.

Via an exclusive cloning technology, the cells of the date palm (*Phoenix dactylifera L*) that contribute to its ability to moisturize itself form the basis of all Xtemcell products. These cells bridge the gap between the palm's nutrients and the upper layers of the skin, rebuilding the skin's defenses and

providing an improved water supply to the dermis in the same way the date palm provides its own internal moisture. These cells also rebuild the skin's hydrolipidic film, creating a biologically-based solar filter to protect the skin from sun, wind and other drying elements. The Date Palm cells contain radical scavenger, anti-pollution, anti-age and DNA protection properties formulated to rebuild the skin's hydrolipidic film, restoring a youthful vitality to the skin.

The Xtemcell formula also helps increase the presence of *Filaggrin*, a recently discovered gene found in the upper layers of the skin that forms a protective barrier to keep moisture in and infectious organisms out. It also provides a completely natural, biologically based "solar filter" to guard against UV damage.

How Does the Cloning Process Work?

Cells from the palm (*Phoenix dactylifera* L) are harvested and placed into a culture medium that helps them develop into “mother cells,” which then spontaneously generate “seeds.” These seed cells are put into an aqueous medium, which is then filtered to produce live, active cells. It is these cells that carry the genetic imprint for the date palm’s self-moisturizing characteristics. This process, which is called “de-differentiation,” produces active properties called “phytoalexins,” which contain the ingredients of the original plant cell, such as proteins, lipids, enzymes, carbohydrates, amino acids, and the phytoalexins. It is in these properties that the moisturizing characteristics of the Date Palm are found.

The advantage of this process is that there are absolutely no chemicals involved. Traditionally, the process of extracting plant essences for cosmetics involves chemical solvents and may even have traces of pesticides that were present in the plant or the soil in which the plant grew. Our cloning process produces a 100% biologically-based, completely natural product.

What Are The Specific Benefits of Xtemcell’s Products?

- . Superior moisturizing and hydration properties are infused into the skin cells via the Date Palm stem cells.
- . Xtemcell products boost and promote production of Filaggrin, a protein which is found in the upper skin layers that helps to form a protective barrier to keep moisture in and infectious organisms and free radicals *out*.
- . The cloning process produces an almost 100% natural product, and no abuse of Mother Nature is involved. Rather than killing or compromising trees by extracting their properties, the cloning process does not damage to the tree and does not deplete any of the earth’s resources.
- . Xtemcell products rebuild the skin’s hydrolipidic film via cell renewal of the epidermis. This restores skin defenses, provides a better water supply in the dermis, and extends the action of Xtemcell’s active skincare compounds.
- . Xtemcell products increase the presence of proteoglycans, also known as Glycoproteins. These are vital for immune cell recognition, which, helps fend off unhealthy cells and protect healthy ones.