

## Biomimetic Endorphin for Wrinkle Lifting in a Daily Cosmetic Remedy

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### Biography

Dr. Ritamaria Di Lorenzo is a Ph.D. at the R&D Cosmetics Laboratory of the Pharmacy Department at the University of Naples Federico II. Here she develops and conducts



efficacy and activity tests for cosmetic products, researches aimed at identifying new APIs to be conveyed in skincare and haircare products. She authors several divulgation articles in Italian technical journals for cosmetic companies. In Spain, she is currently engaged at the DermoCosmetic center of the Institute of Advanced Chemistry of Catalonia, carrying out research projects in hair aging and interracial differences that regulate the different hair permeation of cosmetic treatments

### Abstract

**Background:** Over time there has been an evolution in cosmetics to find substances that can minimize the signs of aging. In this scenario, peptides play an essential role in obtaining a lifted skin face. The most effective substance used as a lifting ally is the botulinum toxin; subsequently, to its discovery, several biomimetic peptides were synthesized to find other valid compounds. The developed SH-Pentapeptide-5 is an endorphin peptide associated with a delivery system based on Conjugated Linoleic Acid (CLA) amidified with Glutathione. This innovative system, tested in vivo compared to placebo through a single-blind clinical trial, carried out the following actions when applied topically on the panelists' skin face

**Methods:** This innovative system, tested in vivo compared to placebo through a single-blind clinical trial, carried out the following actions when applied topically on the panelists' skin face

- 1) Soothing action: the CLA is a precursor of the anti-inflammatory PGE2 that gives an anti-aging effect linked to the micro skin inflammations relief.
- 2) Damaged skin repair: through interaction with the hemidesmosomes. The in vivo tested peptide causes the disassembly of the hemidesmosome chains favoring cell migration towards damaged skin areas to heal tissue wounds.
- 3) Botox-like effect for endorphin-like action: the peptide acts on the neuromuscular synaptic junction in the facial muscles, where through interaction with its target, delta-opioid

receptor, it determines a hyperpolarizing effect on the presynaptic neuron. This hyperpolarization inhibits the acetylcholine release; in this way, muscle excitability is inhibited. As a result, the mimic muscle relaxes, and the expression lines are less visible..

**Results:** results show that the Glutathione-CLA-SHPentapeptide-5 is a promising ally in treating typical aging dysfunctions. It can lift face wrinkles and firm the skin when applied twice a day topically for a month. In contrast with other peptides like the botulinum toxin, this system is not an injective treatment; consequently, it does not cause side effects, and in addition, it can be conveyed in cosmetic formulations without the need for medical intervention.

**Conclusion:** results show that the Glutathione-CLA-SHPentapeptide-5 is a promising ally in treating typical aging dysfunctions. It can lift face wrinkles and firm the skin when applied twice a day topically for a month. In contrast with other peptides like the botulinum toxin, this system is not an injective treatment; consequently, it does not cause side effects, and in addition, it can be conveyed in cosmetic formulations without the need for medical intervention.

### About University:

The University of Naples was established in 1224 and it remains one of the world's oldest universities to be founded by a head of state after Frederick II, Holy Roman Emperor and King of Sicily, decided to create an educational institution that was not significantly influenced by the Pope. However, it was not until 1987 that the university was renamed Federico II, an acknowledgement of its founder. Today the university consists of three semi-independent divisions - the Division of Science and Technology, the Division of Life Sciences and the Division of Social and Human Sciences – which are responsible for the research and teaching of 13 schools and 82 different departments. Over the years the University of Naples has had several venues but today there are three major campuses, one in central Naples, one in the Fuorigrotta district in the west and one on the hill of Camaldoli in the north, with the latter also hosting the School of Medicine.

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## Top Marketing Strategies for Spa and Med Spa Management

Manon Pilon

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### Biography



Manon Pilon, Renowned Author, Speaker, International Educator and SPA / MED SPA Consultant. SPA / MED SPA consultant, recognized educator, researcher, medical esthetician, international Director of Education for derme.ca and renowned author of the book entitled: "Anti-Aging The Cure: Based on your Body Type". Manon Pilon has conducted seminars throughout the world, educating medical specialists, estheticians, dermatologists, nurses as well as plastic surgeons and several other medical professionals. She is specialized in skin disorders and teaches how to prevent them. She has led skin care conferences worldwide notably in Paris, the USA, London, Tokyo, Hong Kong, Geneva, Singapore and Sydney.

Learn different ways to increase revenue and increase your credibility with clients by offering new approaches. Generate more than 500,000 per treatment room. Learn easy and effective marketing strategies. Learn how to double your revenue and build customer loyalty.

### Abstract

In this class you will learn the top marketing strategies for managements, Manon Pilon offers more than 35 years of experience in the spa and med spa industry, and author of 2 books.

Manon Pilon will guide you in all aspects of your operation, from initial and strategically concept; tips on what to do and not to do; marketing ideas and internet strategies; to what services, products and equipment you should have to stay current in today's competitive market; as well as easy tools to integrate for success in your business.

Top 10 Marketing Strategies For Management That Will Boost Your Bottom Line

By Author Manon Pilon

Learn the TOP Marketing tips and strategies to implement in your business to increase your bottom line. Learn different ways to increase revenue and credibility by offering latest approaches. Get top 10 easy and effective marketing ideas from Manon Pilon, author of 2 books. Learn how to double your revenue and build customer loyalty. Learn the marketing strategies that have transformed Medical-spas, spas and clinics around the world directly from the speaker herself who has helped transformed such businesses all over the world.

Marketing Your Med Spa a global approach operational ideas and internet strategies

By Author Manon Pilon


## How to Convert or Integrate Aesthetic Medicine In to Your Practice

### Manon Pilon

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### Biography



Manon Pilon, Renowned Author, Speaker, International Educator and SPA / MED SPA Consultant. SPA / MED SPA consultant, recognized educator, researcher, medical esthetician, international Director of Education for derme.ca and renowned author of the book entitled: "Anti-Aging The Cure: Based on your Body Type". Manon Pilon has conducted seminars throughout the world, educating medical specialists, estheticians, dermatologists, nurses as well as plastic surgeons and several other medical professionals. She is specialized in skin disorders and teaches how to prevent them. She has led skin care conferences worldwide notably in Paris, the USA, London, Tokyo, Hong Kong, Geneva, Singapore and Sydney.

### Abstract

Learn the step by step to a consultation in a med spa today. This concept will transform and covert your numbers! Successful medical-spas and aesthetic clinics around the world are applying it.

Mrs. Pilon will discuss the key ingredients to a successful consultation and the step by step to a successful conversion. The consultation protocol is your one chance to make the right impression and to convert. Do not miss this lecture!

## Acne, Inflammatory and Non-Inflammatory Lesions (Comedones): Scientific Causes and Solutions Will Be Addressed

### Manon Pilon

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### Biography

Manon Pilon, Renowned Author, Speaker, International Educator and SPA / MED SPA Consultant. SPA / MED SPA consultant, recognized educator, researcher, medical esthetician, international Director of Education for derme.ca and renowned author of the book entitled: "Anti-Aging The Cure: Based on your Body Type". Manon Pilon has conducted seminars throughout the world, educating medical specialists, estheticians, dermatologists, nurses as well as plastic surgeons and several other medical professionals. She is specialized in skin disorders and teaches how to prevent them. She has led skin care conferences worldwide notably in Paris, the USA, London, Tokyo, Hong Kong, Geneva, Singapore and Sydney.



### Abstract

An in-depth class on how acne is developed and what you can do to intervene and prevent the process. Tips on prevention and the bacteria involved, will be discussed. Familiarize yourself with the terminology used to describe acne. Learn how technology, ingredients and techniques will replace prescription drugs in Acne Care. Provide your clients with optimum results!. Do not miss this class!

Overview of acne and how you can intervene and prevent this skin disorder. Learn a different approach to treating acne. Learn the proper terminology to use with your clients and all the different treatment options that can be implemented in a medical spa setting. Provide your clients with optimum results. Lifestyle and prevention methods will be discussed. LED, IPL, new lonotherapy, supplements and all treatment options will also be covered in this presentation.