

ANEW[®]
AESTHETIC INNOVATION

ANEW EXOSOME

Anew Exohair | Anew Exolift

www.anew.it

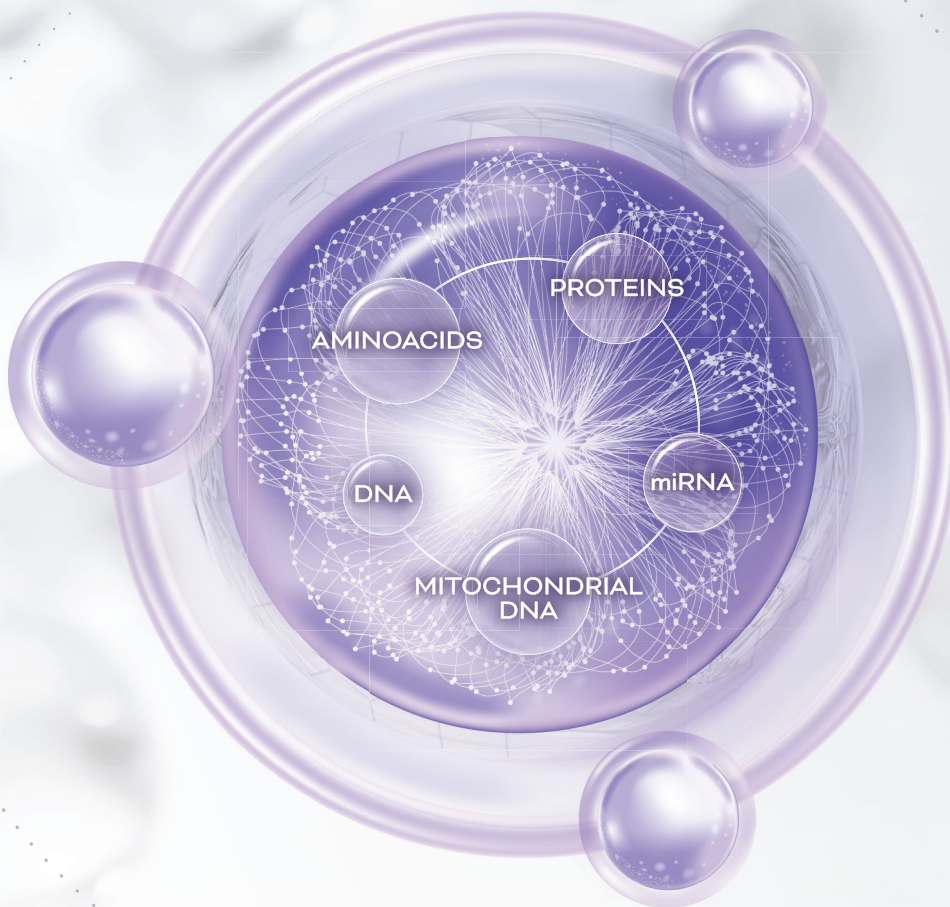
INTRODUCTION EXOSOME



Exosomes are nano-sized bio-vesicles released into surrounding body fluids upon fusion of multivesicular bodies and the plasma membrane;



Their potential has been explored for use in **cosmetics, skin care, tissue regeneration, and dermatological diseases;**



They were shown to carry cell-specific cargos of **proteins, lipids, and genetic materials**, and **can be selectively taken up by neighboring or distant cells far from their release**, reprogramming the recipient cells upon their bioactive compounds;



Almost all types of normal cells can produce exosomaes, like human umbilical vein endothelial cells, mesenchymal stem cells (MSC), T cells, B cells, macrophages, dendritic cells (DC), natural killer (NK) cells.

ELEVATE YOUR BEAUTY WITH EXOSOME TECHNOLOGY

TRANSFORM YOUR SKIN WITH NATURE'S CELLULAR MESSENGERS

Experience the revolutionary power of exosomes—nano-sized bio-vesicles that are reshaping the world of aesthetic medicine. These tiny yet mighty “bubbles” are produced naturally by our own stem cells, serving as vital messengers for intercellular communication.

BEYOND CONVENTIONAL SKINCARE:

While actives like retinoids and peptides can promote skin health, the unparalleled efficacy of exosomes takes your skincare regimen to the next level. Feel the difference with our advanced treatments designed for visible, lasting results.

UNMATCHED COLLAGEN PRODUCTION:

Unlock the secret to youthful skin! Exosomes can activate fibroblasts to produce **up to 600% more collagen** and **300% more elastin** than traditional skincare ingredients. Experience a level of regeneration that sets a new standard in aesthetic treatments.

WHY CHOOSE EXOSOME TREATMENTS?

DEEP PENETRATION FOR VISIBLE RESULTS:

Thanks to their small size and unique molecular composition, exosomes effectively penetrate the deepest layers of the skin, delivering powerful growth factors, ceramides, and RNA directly where they're needed most.

UNLOCK THE POWER OF EXOSOMES FOR SKIN HEALTH!

WHAT ARE EXOSOMES?

Exosomes are tiny vesicles naturally produced by our cells, playing a crucial role in intercellular communication and maintaining skin health. They carry essential molecular information that supports cellular functions and tissue homeostasis.



THE ROLE OF EXOSOMES IN SKIN CARE

In the dermis, exosomes facilitate vital information transfer among skin cells, helping to regulate processes such as inflammation and regeneration. Recent studies have highlighted their involvement in chronic inflammatory skin diseases, positioning exosome content as promising biomarkers for diagnosing and treating various skin conditions.



REVOLUTIONIZING REGENERATIVE MEDICINE

Harnessing exosomes derived from Japanese citrus reticulata opens new horizons in regenerative medicine and aesthetics. These potent exosomes offer innovative solutions for:

- **Scar Prevention & Reduction:** Promote healing and minimize the appearance of scars.
- **Pigmentation Regulation:** Achieve an even skin tone and reduce discoloration.
- **Hair Growth Stimulation:** Support healthy hair follicles for fuller hair.



SAFETY FIRST!

Exosomes from Japanese citrus reticulata have been classified as potential non-sensitizers in skin sensitization tests, proving to be safe for topical use with no adverse effects. You can trust in the power of exosomes to enhance your skincare routine without compromising your skin's health.

WHY CHOOSE EXOSOME-ENHANCED PRODUCTS?

Natural & Effective:

Derive from vegan source, exosomes ensure a natural approach to skin rejuvenation.

Innovative & Cutting-Edge:

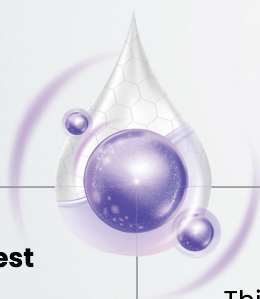
Stay ahead in skincare technology with our scientifically-backed formulations.

Versatile Applications:

Ideal for various skin concerns, making them a must-have in your skincare arsenal.

EXOSOMES: YOUR ALLY AGAINST SKIN AGING UNDERSTANDING CELLULAR AGING

As we age, our cells undergo a transformation that contributes to visible signs of aging. This process is characterized by the accumulation of damage that activates pathways leading to cell cycle inhibition. The result? **Cells permanently exit the proliferation cycle, leading to a range of age-related changes, including:**

**Permanent Cell Cycle Arrest**

Cells lose their ability to divide and regenerate.

Reduction of NAD⁺

This vital coenzyme decreases, impacting cellular energy and function.

Apoptosis Resistance

Aging cells become less responsive to programmed cell death, leading to dysfunction.

Inflammatory Cytokine Secretion

Increased production of pro-inflammatory molecules exacerbates aging.

Altered Metabolic and Epigenetic Signatures

Changes in metabolism and gene expression further contribute to skin aging.

THERAPEUTIC VALUE

The therapeutic value of exosomes lies in their ability to modulate the microenvironment of cells, regulate gene expression, and induce cell differentiation, which can have a positive impact on skin health.

In cosmetics, exosomes have been used to reduce wrinkles, improve skin texture and hydration, and enhance skin elasticity, as well as to reduce inflammation and damage caused by UV radiation.

THE ROLE OF EXOSOMES IN DELAYING CELL AGING

Exosomes are tiny vesicles released by cells that contain biologically active proteins and genetic material. They play a pivotal role in intercellular communication and have been shown to significantly impact the aging process.

HERE'S HOW EXOSOMES CAN HELP COMBAT SKIN AGING:

1 INHIBITION OF SENESENCE MARKERS

Research indicates that exosomes can inhibit key markers associated with cellular aging, such as the enzyme β -galactosidase (SA- β -Gal). By reducing the levels of this aging factor, exosomes support healthier, more youthful cells.

2 REGULATING INFLAMMATORY RESPONSES

Exosomes can modulate inflammatory cytokine secretion, reducing chronic inflammation associated with aging. This anti-inflammatory effect is crucial in preventing the degradation of skin structure and function.

3 PROTECTION AGAINST PHOTOAGING

Exosomes derived from various sources have demonstrated the ability to inhibit skin photoaging, which is caused by UV exposure. They help in:

- **Reducing DNA Damage:** Exosomes can enhance DNA repair mechanisms, mitigating the harmful effects of UV radiation.
- **Boosting Antioxidant Defense:** By enhancing antioxidant activity, exosomes help protect skin cells from oxidative stress, a major contributor to aging.

4 ENHANCING CELLULAR FUNCTION

By delivering essential proteins and genetic information, exosomes support cellular processes vital for maintaining skin health, including:

- **Collagen Synthesis:** Promoting the production of collagen helps maintain skin elasticity and firmness.
- **Cellular Metabolism:** Exosomes assist in restoring normal metabolic function in aging cells.



The science behind exosome therapy

Studies have shown that exosomes derived from Mesenchymal Stem Cells (MSCs) possess remarkable properties that make them ideal for addressing skin aging. These exosomes carry growth factors, cytokines, and RNA that communicate with target cells to stimulate regeneration and repair.

KEY FINDINGS:

- **Liao et al. (2021)** highlighted the significant role of exosomes in delaying cellular aging processes.
- **Kim et al. (2021)** demonstrated the potential of exosomes to inhibit the synthesis of aging markers.
- **Gao et al. (2021)** provided evidence that exosomes can effectively inhibit skin photoaging.

HARNESSING EXOSOMES FOR YOUR SKIN

With the growing body of research supporting the benefits of exosomes, they are emerging as a revolutionary ingredient in skincare. By incorporating exosome-based products into your routine, you can experience:

- **Youthful, Radiant Skin:** Combat signs of aging and promote a more vibrant complexion.
- **Enhanced Resilience:** Protect your skin against environmental stressors and aging.
- **Sustained Hydration and Nourishment:** Support your skin's natural regeneration processes.



EXPLORE OUR EXOSOME-ENRICHED SOLUTIONS

AT ANEW AESTHETIC INNOVATION, WE ARE DEDICATED TO BRINGING YOU THE LATEST IN SKINCARE INNOVATION.

Our exosome-based treatments are formulated to help you fight the effects of aging effectively and safely. Discover how our products can rejuvenate your skin and promote a youthful appearance.



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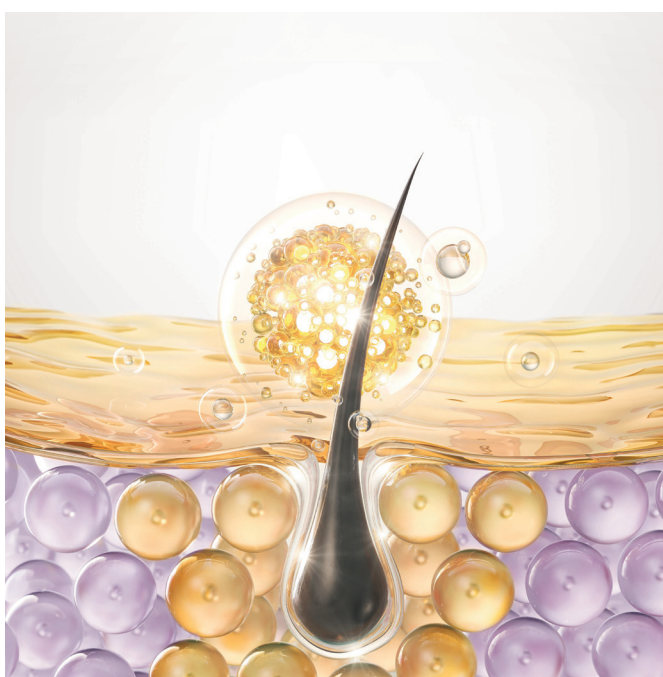
REVITALIZE YOUR HAIR WITH EXOSOME THERAPY

Are you struggling with hair loss? Exosome therapy may be the breakthrough solution you've been searching for! This innovative approach harnesses the power of exosomes—tiny vesicles that carry vital growth factors and proteins—to stimulate hair regrowth and promote scalp health.



How Do Exosomes Work for Hair Loss?

Exosomes offer a multifaceted approach to combat hair loss through several key mechanisms:



Promotion of Hair Follicle Growth

Exosomes are rich in growth factors that directly stimulate the growth of hair follicles, encouraging new hair to sprout and thrive.

Stimulation of Angiogenesis

By promoting the formation of new blood vessels, exosomes ensure that hair follicles receive the essential nutrients and oxygen they need to flourish, enhancing overall scalp health.

Regulation of the Hair Growth Cycle

Exosomes help regulate the hair growth cycle, supporting the transition from the resting phase to the active growth phase, which can lead to increased hair density and volume.



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ANTI-INFLAMMATORY EFFECTS

Inflammation can contribute significantly to hair loss. Exosomes contain anti-inflammatory molecules that help soothe the scalp, reducing inflammation and creating a healthier environment for hair growth.

PROTECTION OF HAIR FOLLICLE STEM CELLS

Exosomes protect hair follicle stem cells from damage, ensuring they remain viable and capable of producing new hair, even in challenging conditions.

THE EFFECTIVENESS OF EXOSOME THERAPY FOR HAIR LOSS CAN VARY BASED ON SEVERAL FACTORS, INCLUDING:

- The underlying cause of hair loss (e.g., genetic, hormonal, or environmental).
- Your age and overall health.
- The specific treatment protocol, including the route and frequency of administration.

Long-Lasting Results

Experience improved skin health and reduced acne over time.

Non-Invasive and Safe

Exosome therapy is a gentle, non-surgical option with minimal side effects.

WHY CHOOSE EXOSOME THERAPY?

Tailored Treatment

Our exosome formulations are customized to address your unique skin concerns.

ANEW EXOLIFT

EXPERIENCE THE POWER OF
EXOSOMES FOR A YOUTHFUL LIFT

Are you ready to transform your skin and reclaim your youthful glow? Introducing ANEW EXOLIFT, the revolutionary exosome therapy designed to provide a lifting effect that enhances your natural beauty. This innovative treatment combines cutting-edge science with the healing power of exosomes to rejuvenate your skin from within.

How ANEW EXOLIFT Works?

ANEW EXOLIFT harnesses the power of exosomes to deliver transformative results. Here's how this advanced treatment works:

1

STIMULATES COLLAGEN PRODUCTION

Exosomes promote the synthesis of collagen, the essential protein that keeps skin firm and elastic. Increased collagen levels lead to smoother, tighter skin with a noticeable lifting effect.

2

ENHANCES CELLULAR REGENERATION

By facilitating communication between skin cells, exosomes enhance the body's natural healing processes. This results in improved skin texture and tone, giving you a radiant, youthful appearance.

3

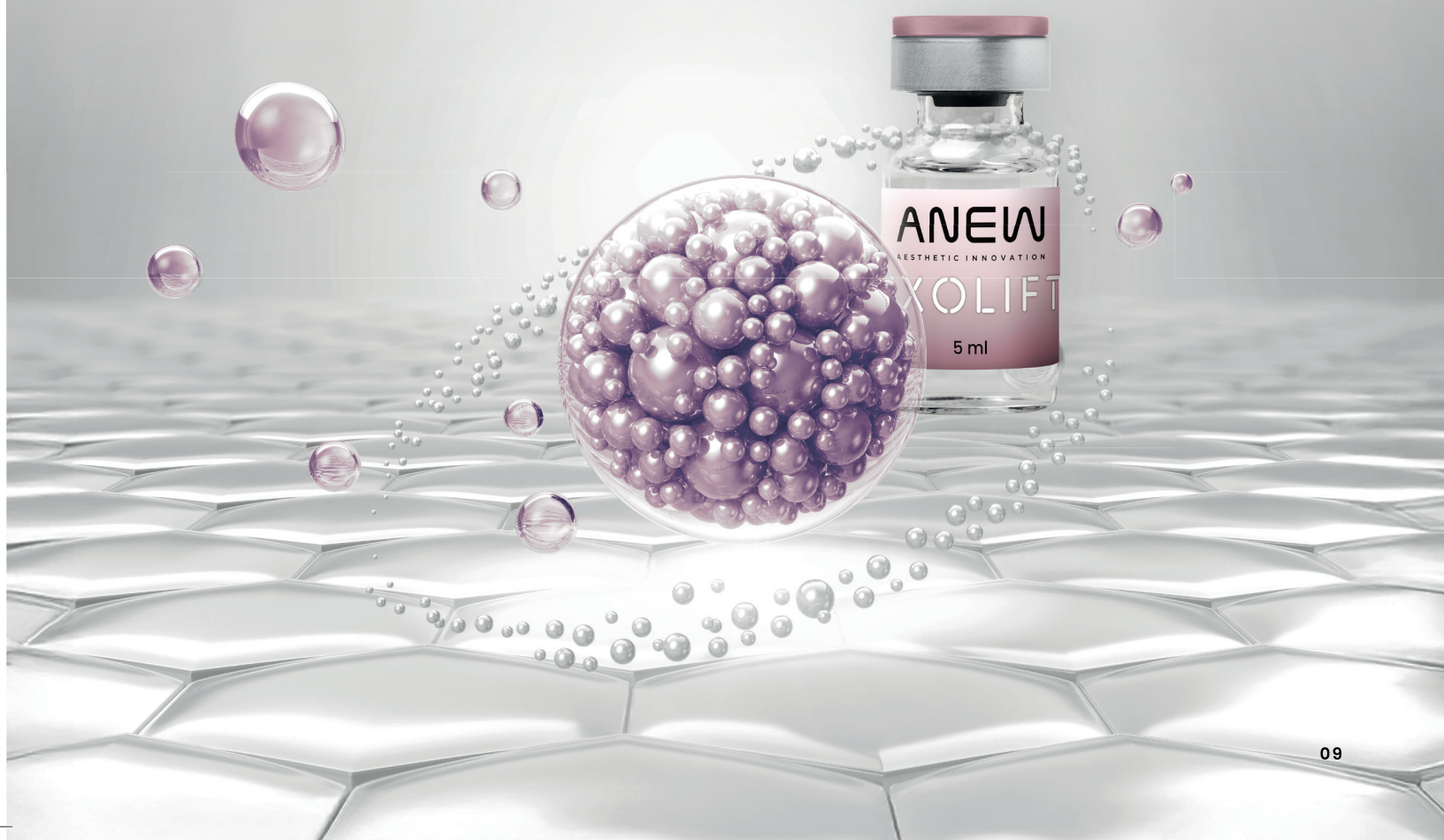
REDUCES INFLAMMATION

ANEW EXOLIFT contains anti-inflammatory properties that help calm irritated skin. Reduced inflammation not only promotes healing but also diminishes the appearance of redness and uneven skin tone.

4

BOOSTS HYDRATION AND NUTRIENT DELIVERY

Exosomes improve the absorption of nutrients and hydration in the skin, ensuring that your complexion remains plump and nourished.



Quick Recovery

With minimal downtime, you can return to your daily activities almost immediately after treatment.

Long-Lasting Results

Enjoy the benefits of lifted, rejuvenated skin that continues to improve over time as your skin regenerates.

BENEFITS OF ANEW EXOLIFT

Non-Invasive

ANEW EXOLIFT offers a non-surgical solution to achieve lifted, youthful skin without the need for invasive procedures.



WHY CHOOSE ANEW EXOLIFT?

Cutting-Edge Technology

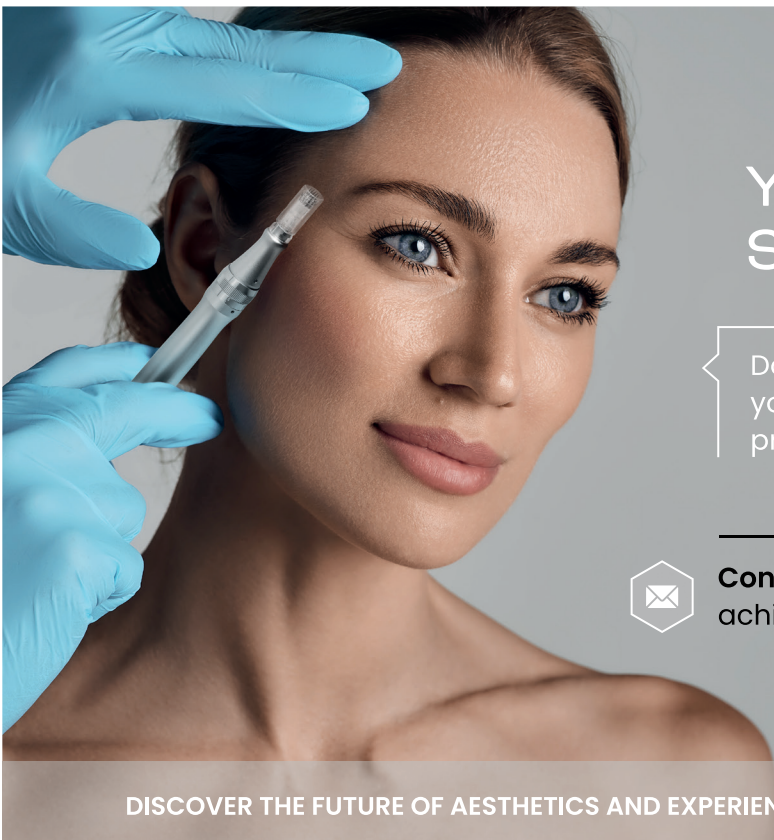
Our exosome therapy is backed by the latest scientific research and advancements in aesthetic medicine.

Tailored Treatment

Each ANEW EXOLIFT session is customized to meet your individual skincare needs and goals.

Expert Care

Our skilled professionals are dedicated to providing you with exceptional service and results.



YOUR PATH TO RADIANT SKIN STARTS HERE

Don't settle for ordinary skincare solutions. Elevate your beauty with exosome-enhanced treatments that promote natural regeneration and rejuvenation.



Contact us now to learn more about how you can achieve the radiant, youthful skin you've always desired!

DISCOVER THE FUTURE OF AESTHETICS AND EXPERIENCE THE EXCEPTIONAL BENEFITS OF EXOSOME TECHNOLOGY.

Reference

SOURCE	MECHANISM OF ACTION	FUNCTION	REFERENCES
Mesenchymal stem cell exosomes	miR-223 coated by MSCS-Exos regulates M2 polarization of macrophages by targeting Pknox1	Wound healing	He et al. (2019)
Keratinocyte-derived exosomes	Carrying miR-330-5p inhibits melanin production by targeting TYR	Hyperpigmentation	Liu et al. (2019)
Exosomes derived from human amniotic stem cells	miR-181a-5p and miR-199a, respectively, inhibit melanin production by reducing MITF expression	Hyperpigmentation	Wang et al. (2021)
Milk exosomes	miR-2478 directly targets rapla via the Akt-GSK3 β pathway as a regulator of Melanin production, which reduces Melanin content in melanocytes and inhibits Melanin formation	Hyperpigmentation	Bae and Kim, (2021), Han et al. (2022)
Fat Mesenchymal stem cell exosomes	By regulating miR-22, Wnt/ β -catenin signal pathway and TNF- α signal pathway, the proliferation and migration of DPCs and expression of ALP, versican and Alpha-smooth muscle actin (α -SMA) proteins were promoted	Control hair loss	Nilforoushadeh et al. (2020), Liet al. (2022b)
Human-induced potent stem cell- derived exosomes	It decreased the activity of SA-B-Gal and inhibited the expression of P53 and P21 in HDFs	Anti-aging	Lee et al. (2020a)
Blood exosomes	NAMPT carried in exosomes increases the biosynthesis of NAD	Anti-aging	Yoshida et al. (2019)
Endothelial progenitor cells exosomes	Activation of ERK1/2 signal pathway enhances the ability of human endothelium to proliferate, migrate and become tube	Wound healing	Zhang et al. (2016b)
Exosomes derived from human umbilical Mesenchymal stem cell	Activation of ERK pathway significantly inhibits Melanin Synthesis during MITF degradation	Hyperpigmentation	Kim et al. (2015)
Exosomes derived from Dermal Papillata cells	Down-regulation of relevant hair follicle inhibitory signal proteins by genes involved in the key pathways of β -catenin, WNT, BMP2 and BMP4 promotes the proliferation of hair follicle stem cells	Control hair loss	Zhou et al. (2018), Zhang et al. (2022)
Exosomes derived from Human Mesenchymal stem cell	Activation of hair inductivity of DPCS, AKT phosphorylation, Bcl-2 in Dermal Papilla, and regulation of proliferation of DPCs	Control hair loss	Rajendran et al. (2017), Taghiabadi et al. (2020)
Fat Mesenchymal stem cell exosomes	Inhibit the over-expression of MMP-1, MMP-2, MMP-3 and MMP-9 induced by UV irradiation, and enhance the expression of Collagen type I and III and Elastin	Anti-aging	Choi et al. (2019)
Wheat exosomes	The gene expression related to wound healing was enhanced and gene modification coordinated the formation of blood vessel	Wound healing	Sahin et al. (2019)

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