

Relastin Proven to Create Skin That Acts Younger

Spring back to tighter smoother skin with Relastin, the first and only product formulated to increase elastin.

Mountain View, CA (PRWEB) August 27, 2006 -- For decades, scientists have been seeking remedies to restore the elastic qualities of skin. That's the skin's ability to 'spring back' to a smooth appearance after stretching, smiling and frowning. Until now, no one has uncovered the secret of putting the spring back in our skin.

Relastin, the first and only product that has clinically demonstrated an increase of elastin, was introduced today by Revance Therapeutics, a biopharmaceutical research company in Mountain View, Calif.

Clinical studies with Relastin demonstrated that 84 percent of consumers saw a visible difference after just four weeks of testing. The new topical treatment has been shown to penetrate the skin's surface -- hydrating, tightening and smoothing without the risk and discomfort of needles or other invasive procedures.

The body virtually ceases production of elastin at the age of 12 or 13 and the elastin fibers start to weaken and separate, over time resulting in signs of aging including fine lines, wrinkles and sagging. Relastin helps restore youthful acting skin by penetrating the skin and working with the skin's cells to promote the formation of new elastin.

Relastin comes in an Eye Silk for delicate areas and Skin Revitalizer for all-over facial use.

"Most adults long for a child's smooth and youthful skin," said Niquette Hunt, vice president of cosmetic and OTC products for Revance Therapeutics. "Relastin works from the inside out to foster the restoration of elastin and create a healthier, more youthful appearance. Many products have claimed to be 'cosmetic breakthroughs,' but Relastin's clinical studies prove remarkable effectiveness. Now, skin doesn't just look firmer, it is firmer."

Clinical data indicates that skin treated with the patent-pending Zinc Firming Complex™ found exclusively in Relastin contained more elastin than untreated skin. After two weeks of testing, consumers said they saw a visible difference and experienced a decrease in dark circles, a reduction in eye puffiness and diminished fine lines and wrinkles.

"For the first time, we've seen a product that has scientific evidence of increasing the elastin content in the skin," said Vic A. Narurkar, M.D., internationally recognized board-certified dermatologist and president of the American Society of Cosmetic Dermatology and Aesthetic Surgery. "Relastin has a three-dimensional impact on the skin; until now, only treatments in a physician's office, such as lasers, fillers and Botox have been able to do that. It is a breakthrough that Relastin, a topical face cream, can impact the skin on this level."

Relastin was developed by Revance Therapeutics, a biopharmaceutical company formed to create, discover and commercialize therapeutic products for treating chronic disease and age-related changes to skin and soft tissue.

Readers interested in learning more about Relastin or experiencing the product should visit www.relastin.com



ABOUT RELASTIN

Relastin is the first and only clinically proven product to increase the production of elastin, a natural protein that gives the skin elasticity. Relastin penetrates the skin to work with the cells to promote the formation of elastin, which the body ceases producing at puberty.

For more information about Relastin, or to speak with Niquette Hunt, or Dr. Vic Narurkar, please call Nancy Trent or Pam Wadler at 212-966-0024.

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