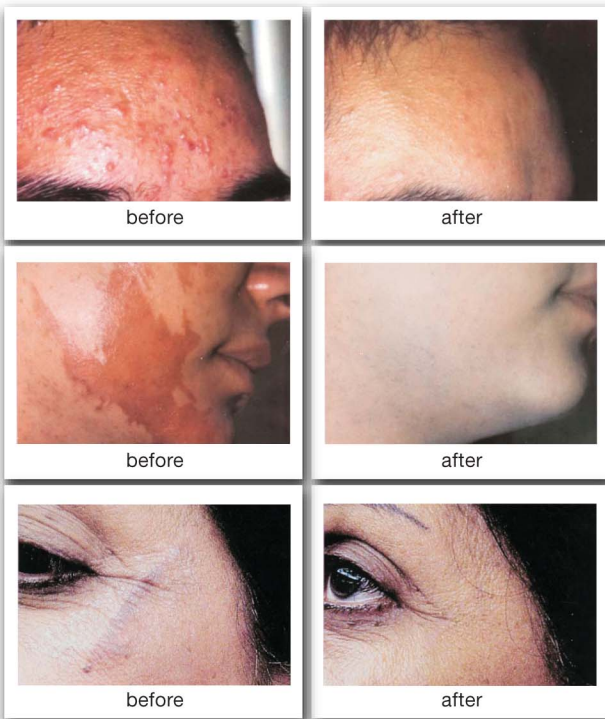


# psoria-gold<sup>®</sup>

## BECAUSE YOU CAN REVERSE SKIN DAMAGE



A close look at the before and after photos show the results of 25 years of research into reversing skin damage by Madalene Heng, M.D., FRACP, FACD. Psoria-Gold has been used on 10,000+ patients and is a patented formulation designed to inhibit the enzyme phosphorylase kinase to reduce:

- Psoriasis
- Acne
- Hyper-pigmentation
- Scarring
- Pre-cancerous changes to skin cells

Psoria-Gold is a natural inhibitor of the enzyme phosphorylase kinase (PhK). This enzyme is involved in providing energy (ATP) from the breakdown of glycogen to energize many cellular

processes. Frequently, these inflammatory pathways lead to unsightly skin appearance, such as redness, scaling, pigmentation and scarring. By inhibiting PhK activity with Psoria-Gold, these unsightly skin changes are improved.

### • Psoriasis

In normal individuals, after a wound is healed, a feedback, switch-off mechanism results in reduced PhK activity. In psoriasis the switch-off mechanism for PhK is not present due to a Type II cAMP protein kinase linked to a defective gene on the distal end (17q) of the 17th chromosome. This results in persistently elevated PhK activity. The over expressed PhK activity results in rapid epidermal turnover leading to defective barrier function and the skin becomes permeable to allergens and bacteria. Psoria-Gold, by decreasing PhK levels, slows down the epidermal turnover from once every 4 days to once every 60 days, thus normalizing the epidermal barrier, and helping to skin return to its normal appearance (Heng MCY et al. Br J Dermatol 2000; 143: 937-949).

### • Acne

Psoria-Gold helps to unplug skin pores and reduce the size of the pores. Psoria-Gold can also help to reverse early scarring in inflamed skin caused by acne. Daily use under make-up, sunscreen, or moisturizers helps to decrease the comedogenic (acne producing) effects of these products.

### • Inflamed Skin, Hyperpigmentation & Scarring

Psoria-Gold is specially formulated for use in inflamed skin conditions. The

use of Psoria-Gold helps to improve skin appearance and texture, with reduced hyperpigmentation and scarring. Using Psoria-Gold on early surgical scars, and scars due to injury has been shown to improve their appearance.

### • Sun-Damaged Skin

Excessive and repeated ultraviolet light exposure to the skin results in injury-induced inflammatory response. This leads to redness, pigmentation, wrinkling of the skin, and formation of pre-cancerous and cancerous changes to skin cells. Psoria-Gold, by blocking the inflammatory response, helps to slow down these changes. Using Psoria-Gold on sun-burned skin, may decrease pain, sensitivity, and reduce long-term photo-damage.

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