

DermaSpark 2022

Revolutionary DermShield™
Technology in Skin Care Treatments
by Noon Aesthetics™



NOON Aesthetics™ + DermaSpark Vancouver, Canada 2022



Welcome

NOON Aesthetics™ Brand Introduction

- Company philosophy

DermShield™ technology

- JDD Clinical Study

Case Studies

NOON Product Categories



The Brand – NOON Aesthetics™

NOON Aesthetics™ develops and manufactures a line of professional skin care products with DermShield™ technology, that allows use of high concentrations of active ingredients (such as lactic or glycolic acids) without the typical side effects.

DermShield™

High Concentration, No Irritation

- NOON™ specializes in very successfully treating skin conditions like acne, rosacea, pigmentation, sun damage etc.
- NOON™ was established in 2012 in Tel Aviv, Israel and expanded into more than 30 countries
- US corporate office was opened on June 1, 2020 – located in Irvine, CA
- NOON™ is sold only through professional channel, no retail, no websites, “e-tailers” etc.



The Problem with High-Strength Therapeutic Cosmeceuticals

Maximizing the abilities of Therapeutic Cosmeceuticals, such as AHA/BHA Peels and creams requires:

- High acid concentration
- Low pH

However, acid side effects limit the use of acid peels and creams Itching, stinging Erythema and Edema



How do cosmetics companies cope with the irritation problem?

- By lowering the acid concentration to a minimal level
- Acid reduction (high pH)



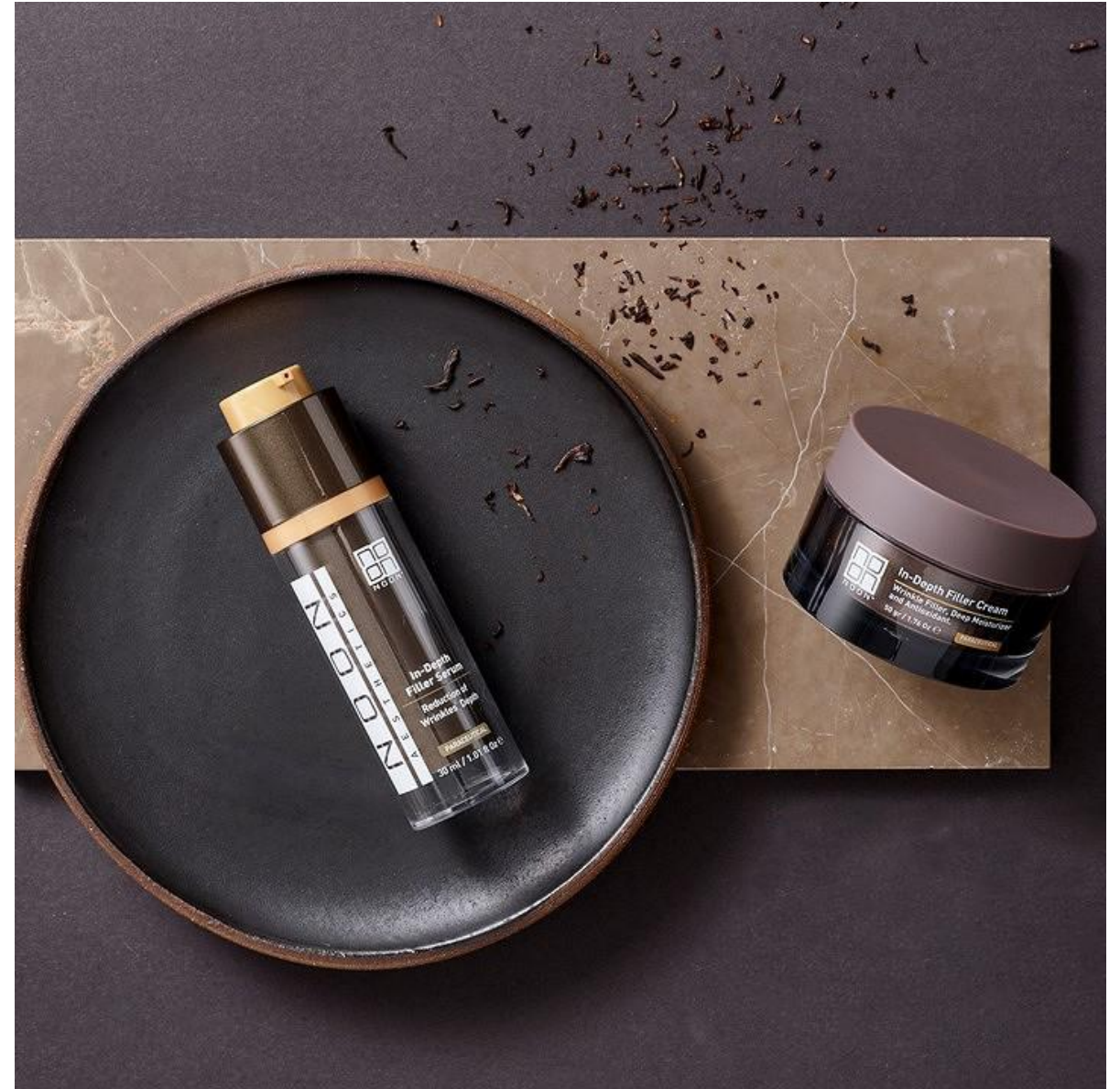
NOON™ – The Innovation

DermShield™

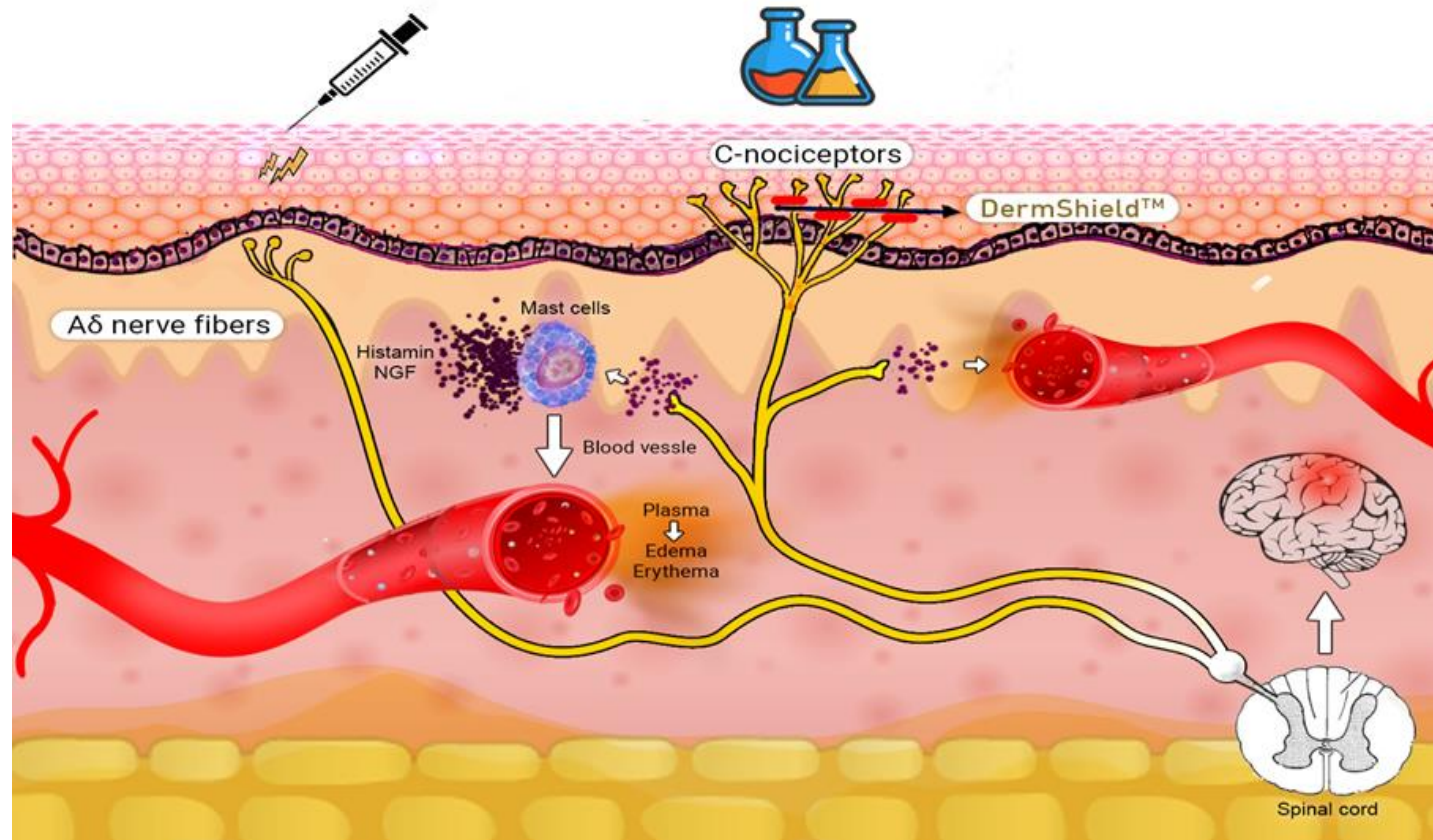
High Concentration, No Irritation

NOON's innovative DermShield™ technology enables us to use high concentration levels of active ingredients without the common side affects such as: irritation, burning, redness and unpleasant sensation.

We provide impressive results for aging skin, hyperpigmentation, sun damage and loss of elasticity, blemishes, acne, seborrhea and other skin concerns.



DermShield™ and Chemical Peels



In a 50% Glycolic Acid Peel, Inhibiting the binding to the receptor lowers the Neurogenic Inflammation reaction by 95% !!!

DermShield™ Clinical Study

The efficacy and safety of a novel protective complex combined with 50% glycolic acid peel: a double-blinded, split face, controlled study

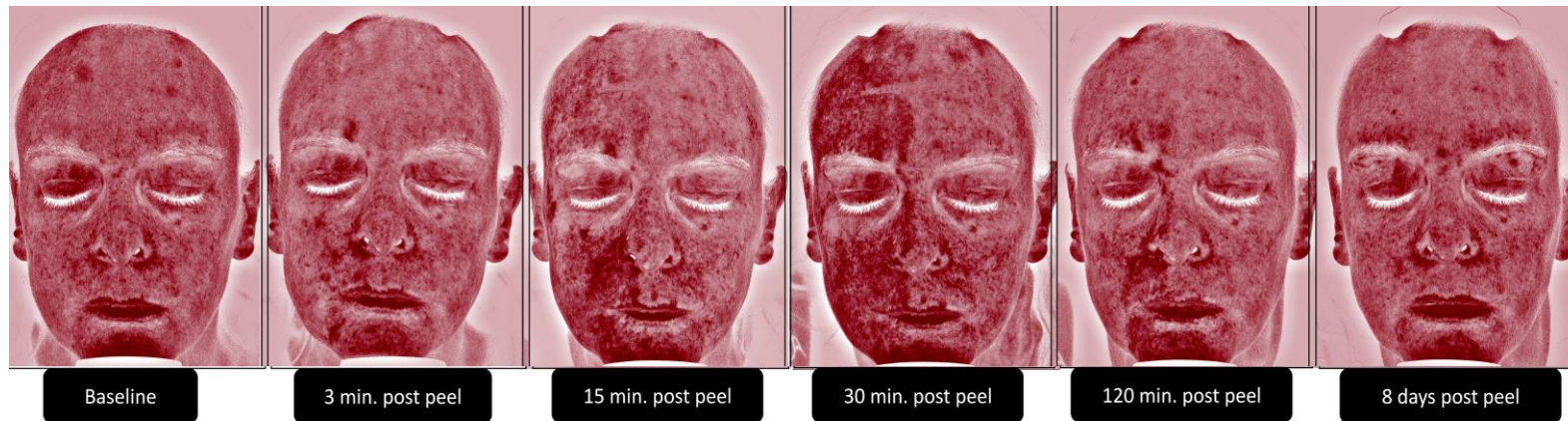
Ofir Artzi MD1,2,3, Lee Heyman MD2, Rafael L. Carasso MD4, Joseph N. Mehrabi MSc2

Objective

This study aimed to evaluate the potential of a novel protective complex (NPC) to reduce facial adverse effects following a 50% GA chemical peel treatment.

Methods & Materials

Twenty volunteers were selected for the study. A pair of numbered kits were supplied by and randomly assigned to be applied to each side of a patient's face with either a 50% GA peel plus NPC or a control formulation with only a 50% GA peel. Adverse effects, patient photographs, and standard and red filtered VISIA scans were evaluated by three independent dermatologists.

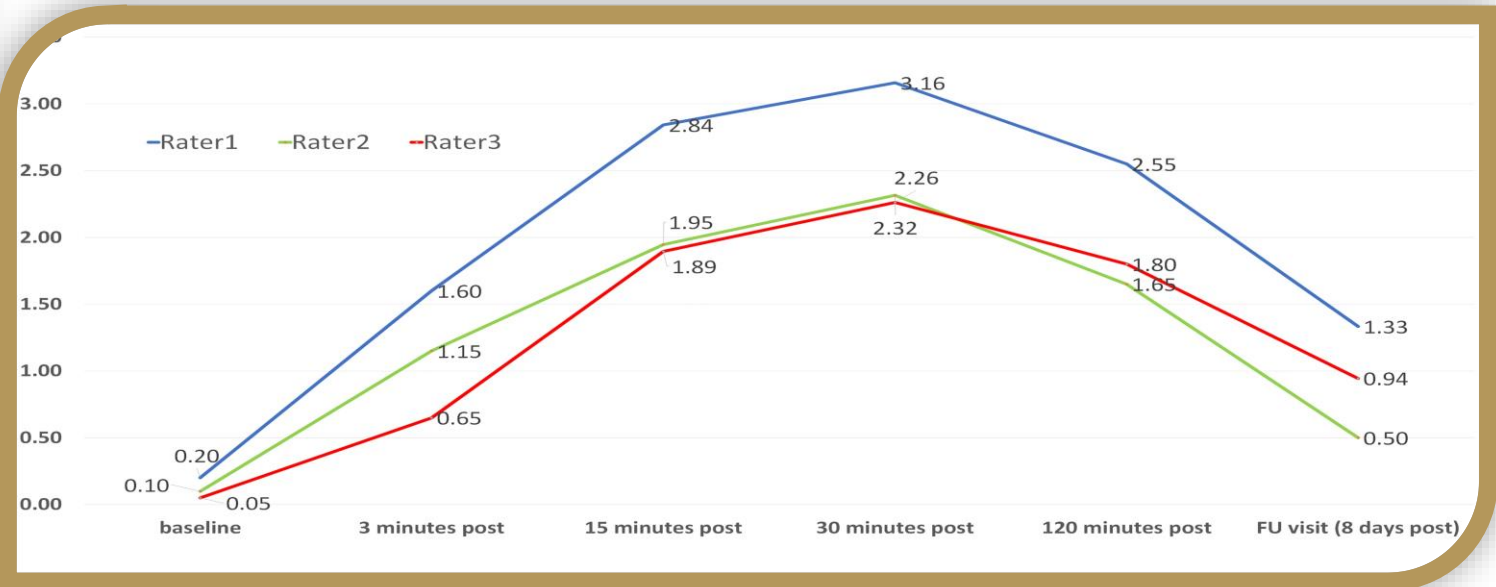
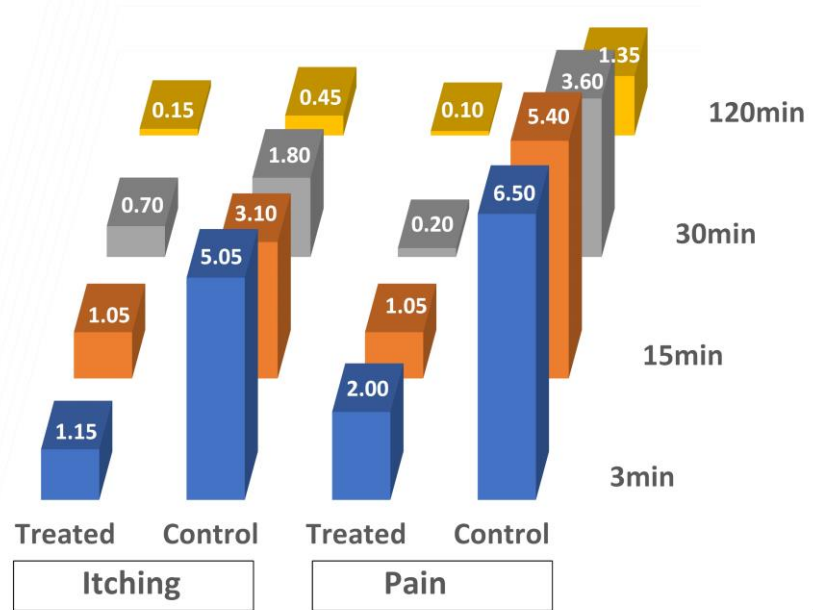


Results

The average post-treatment pain and itching were significantly higher in the control half as compared to the study half. Recovery time appeared to be significantly shorter in the treated side compared to the control side.

Conclusion

The addition of the NPC to GA 50% peel is a highly effective, safe modality in the reduction of erythema, pain, and itching after peel application, and it provides an advantage in the post-treatment healing period.



The Innovative Solution

DermShield™

Pharmacological Activity

- Selectively suppresses tingling, burning and itching
- Without any sense of local anesthesia in the treated area
- Suppresses Erythema & Edema of the skin
- Prevents neurogenic inflammation (neuralgia)
- Suppresses cytokine formation in keratinocytes (responsible for initiation of inflammation): $\text{TNF-}\alpha$, $\text{IL-1}\alpha$, IL-6 .



NOON - The Product Line



NOON's Product Line includes over 40 professional skin care products for use in clinics and for follow up treatment at home.

NOON's products fall into the following categories:

IN CLINIC

Professional products for in-clinic treatments consisting of a variety of peels, ampoules and masks.

PARACEUTICAL

Products with a therapeutic effect, developed to provide potent and effective treatment for various skin conditions.

Products in this category include high concentrations of active ingredients, yet without the typical side effects, such as irritation, burning, redness and unpleasant sensation during use.

ESSENTIAL

Support and retention products with a therapeutic effect that assist and protect the skin from harmful substances that contributes to the appearance of damaged skin, such as air pollution, exposure to sun and UVA & UVB rays, stress, unbalanced diet etc. These products lead to the appearance of a radiant, essential and healthy facial skin.



TESTIMONIALS

CASE STUDIES



Melasma



Solar Lentigo



Acne Conglomentata



Seborrhea/Rosacea

CASE STUDY



Before treatment

Rosacea & Seborrheic Dermatitis Treatment Fitzpatrick II

Treatment Period: Aug 2018 – Oct 2018

Diagnosis:

- Rosacea & Seborrheic Dermatitis

Patient information:

- 28 years old
- Seborrheic Dermatitis history (around nose)
- Came to clinic two weeks after being treated with steroids and antibiotics
- Was never treated with professional skin care products/procedures

Skin type:

- Fitzpatrick II
- Dry, Sensitive, (sub-category: Seborrhea, Rosacea)
- Nonpigmented, Tight, DSNT(RS)

Home Care

Rosacea & Seborrheic Dermatitis Treatments



Morning:

- C-Cleanser
- AcNo Complex Ampoule
- Igloo Moist 24/7



Evening:

- C-Cleanser
- LactoCeramide-15
- Azelaic Forte (2 weeks later)



IN-CLINIC Rosacea & Seborrheic Dermatitis Treatments



In-Clinic Products:



In Clinic:

4 treatments, once every 2 weeks:

First Treatment:

G-Peel 30 (2-3 min) + AcNo Complex Ampoule + Igloo Mask

Second Treatment:

P-Peel 20 Nano (2 min) + HydroCalming Ampoule + Igloo Mask

Third Treatment:

P-Peel 20 Nano (2 min) + HydroCalming Ampoule + Igloo Mask

Fourth Treatment

Rehabilitation treatment without acids

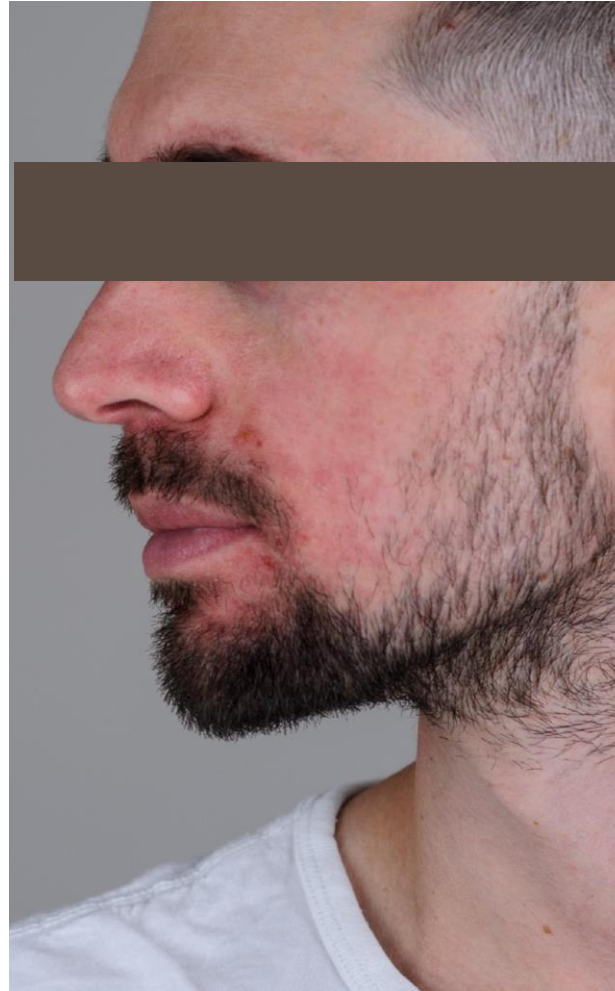
Case Study

Rosacea & Seborrheic Dermatitis Treatment

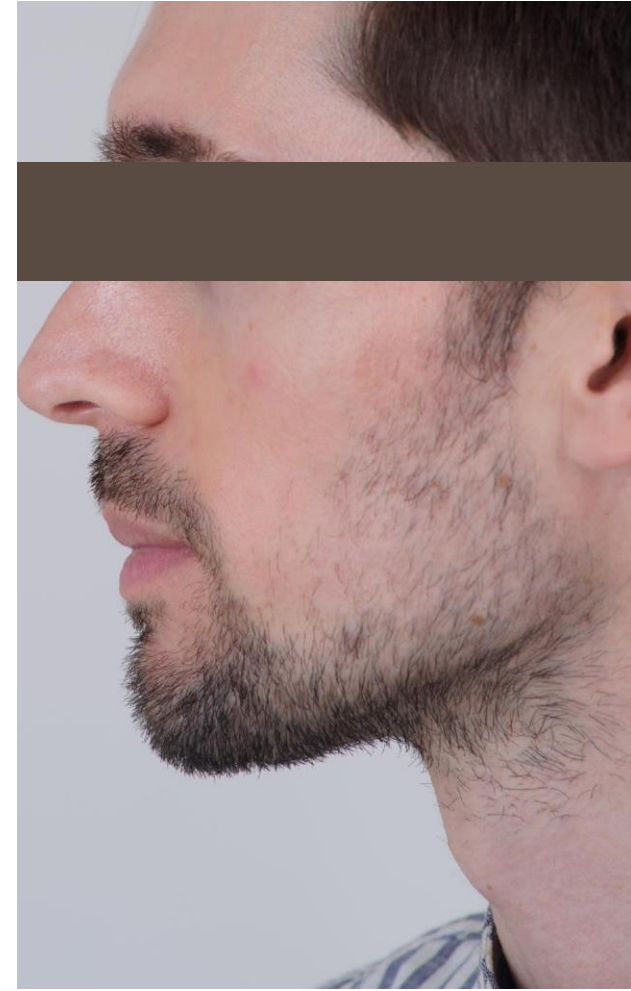
Results:



Before treatment



After 3 weeks



After 3 months

Case Study

Rosacea & Seborrheic Dermatitis Treatment

Results:



After 3 weeks



After 3 months

CASE STUDY



Before Treatment

Anti Aging Treatment Fitzpatrick II

Treatment Period: Aug 2020 – Nov 2020

Diagnosis:

- Dehydrated / Pigmented / Aging skin

Patient information:

- 64 years old
- Male pensioner
- Had never been treated by a skin care professional

Skin Type:

- Fitzpatrick II
- Dry, Resistant,
- Pigmented (Solar Lentigos), Wrinkled (DRPW)

Home Care Anti Aging Treatment



Morning:

- Lift & Whitening Complex Ampoule
- In Depth Filler Serum
- Double White
- In Depth Filler Cream
- Brush & Go



Evening:

- C-Cleanser
- Lift & Whitening Complex Ampoule
- LactoCeramide-15
- Double White
- Retinol Charisma 1%



IN-CLINIC Anti Aging Treatment (Intense)



In-Clinic Products:



In Clinic:

7 treatments, once every 2/3 weeks

First Treatment:

G-Peel 30 nano (7-8 min) + Lift & Whitening Complex Ampoule + TrioLift Mask

Second & Third Treatment

P-Peel 20 nano (6 min) + Lift & Whitening Complex Ampoule + TrioLift Mask

Fourth Treatment:

G-Peel 30 nano (10-12 min) + Lift & Whitening Complex Ampoule + Retinol Charisma 1%

Fifth Treatment:

Repeat 2nd and 3rd treatment with P-Peel 20 nano (for 10 min)

Sixth Treatment:

P-Peel 20 nano (6-10 min) + Lift & Whitening Complex Ampoule + TrioLift Mask

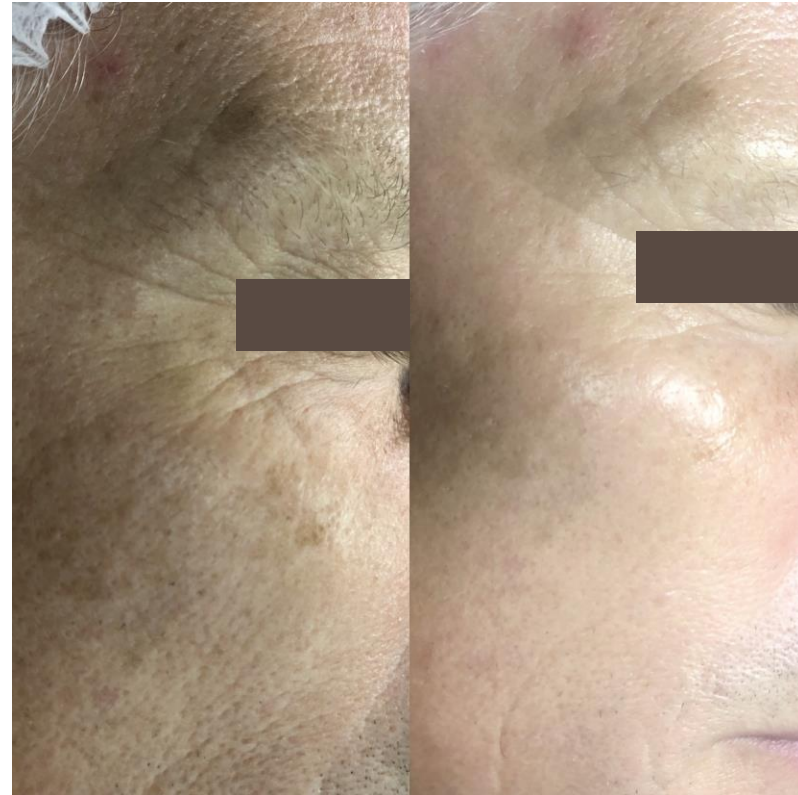
Seventh Treatment:

Rehabilitation / Maintenance Treatment

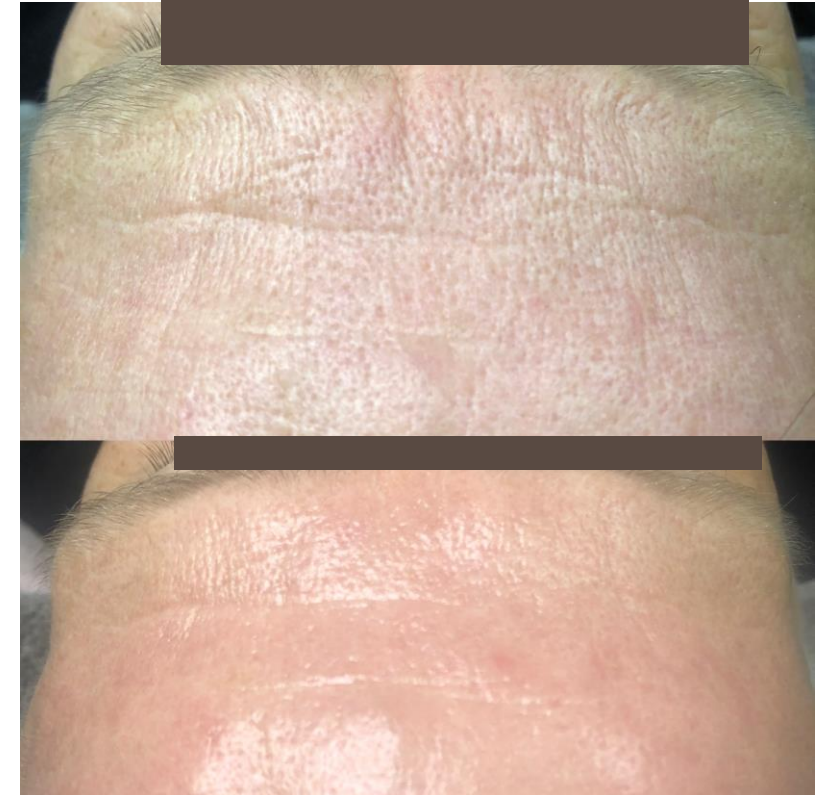
CASE STUDY

Anti Aging Treatment

Results in 3 month:



Before and After



Before and After



IN-CLINIC PRODUCTS

NOON™ – Binding Aesthetics and Science



G-Peel 30 Nanoconstructed Gel

With DermShield™

FEATURES:

- Skin Exfoliating Nanoconstructed Thixotropic Gel
- Face, Neck and Décolleté
- Use in combination with Pre-Peel Conditioner and Peel Neutralizer



KEY INGREDIENTS:

- **30% Glycolic Acid**

50 mL / 1.69 Fl Oz E

BENEFITS:

- Nanoconstructed inorganic matrix which creates a thixotropic gel that increases the peeling effect
- Significantly improves skin texture
- Reduces fine lines, wrinkles, sun damage and hyperpigmentation
- Suitable to combine with extractions
- Affects the epidermis by exfoliation and stimulating basal cell layer turnover
- Affects the dermis by stimulating fibroblasts to create collagen, elastin and glycosaminoglycans
- Use in any anti-aging and/or beauty treatment

P-Peel 20 Nanoconstructed Gel

With DermShield™

FEATURES:

- Skin Exfoliating nanoconstructed Gel
- For Face, Neck and Décolleté
- Use in combination with Pre-Peel Conditioner & Peel Neutralizer



KEY INGREDIENTS:

- **20% Pyruvic Acid + 20% Lactic Acid**

50 gr / 1.76 Fl Oz E

BENEFITS:

- Nanoconstructed inorganic matrix which creates a thixotropic gel that increases the peeling effect
- Pyruvic acid is a small dimension alpha-keto acid that penetrates rapidly and deeply into the skin
- Use for acne, folliculitis, mild photodamage with superficial wrinkles, scarring and mottled pigment
- May be used on acne located on the back, chest and shoulders (in same session)
- Perfect for all Fitzpatricks (1-6)

Pre-Peel Conditioner

With DermShield[™]

FEATURES:

- Prepares Skin for Peels, Fillers and Laser Treatments

KEY INGREDIENTS:

- **Chamomile Extract**

250 mL E

BENEFITS:

- Prepares the skin for peeling treatments by degreasing the skin to help peel agents penetrate and spread evenly
- May use with other in-clinic treatments



Peel Neutralizer

With DermShield[™]

FEATURES:

- Fast Acting Solution
- Refreshing and Soothing
- Neutralize Acids

KEY INGREDIENTS:

- **Sodium Bicarbonate**

250 mL E

BENEFITS:

- Peel Neutralizer is a fast acting, refreshing and soothing solution
- Neutralizes any remaining acids which may be left on the skin after application of a chemical peel.
- It allows control of the depth of the peel and ensures the acid on the skin stops working after completion of treatment





HOME CARE PRODUCTS

NOON™ – Binding Aesthetics and Science





CLEANSER CATEGORY



C-CLEANSER FOAM

Foaming rich cleanser, great for all skin types. Infuses brightening Vitamin C and leaves skin soft and supple.



COSMO CLEAR

Encourage cellular turnover with a daily dose of AHA/BHA to reduce congestion and refine texture. This light gel base formula leaves the skin feeling refreshed.



MICRO-SOFT

Nourishing and soothing lavender & macadamia seed oil cleanser for sensitive and dry skin types.



ESSENTIAL ALL SKIN TYPES



LACTO-10

Daily, oil-free one-of-a-kind serum. Features 10% Lactic acid to refine, brighten & tighten.

AM & PM



REFORM EYE CREAM

5 in 1 Eye cream that will depuff, brighten, reduce wrinkles, and soften muscle contraction.

AM/PM



RETINOL CHARISMA

Must have for all skin types. Effective retinol that reduces reaction by 90%. Reduces acne, wrinkles and brightens the skin.

PM



OPTIMAL AGING



LIFT & WHITENING PEPTIDE COMPLEX

Concentrated blend of peptides combat aging. Brighten, lift and firm. Amazing to use post treatment
AM & PM



IN-DEPTH FILLER SERUM

Face lift in a bottle. Tighten, firm, hydrate and soothe. Suitable for all skin types and tremendous post treatment
AM & PM



HALO-RONIC™ SERUM

Hydrating & Energizing Booster Serum. Powerful formulation to hydrate and restore a radiant glow plus adding protection for the skin's immune system.



LACTOCERAMIDE-15

Significantly reduce wrinkles and fine lines while brightening and infusing hydration with Ceramides 2,3 and 6 which strengthen the skin
AM & PM



RETINOL CHARISMA

Must have for all skin types. Effective retinol that reduces reaction by 90%. Reduces acne, wrinkles and brightens the skin.
PM



RESTART SERUM™

SUPER Antioxidant, Anti-aging Nano-Emulsion. Triple synergistic antioxidant complex to protect skin from environmental stress and improve its condition significantly.



IN-DEPTH FILLER CREAM

Add volume, plump & hydrate. Peptide rich cream reduces wrinkles and restores borders of lips. Amazing face, neck and chest.
AM & PM



OMG™

Protective and nourishing treatment to make the skin healthier, hydrated, smoother, and more flexible.



SOS™

A superior antioxidant treatment providing long-lasting barrier repair for severe dry skin and post-procedure treatments.



BRIGHTENING



LIFT & WHITENING PEPTIDE COMPLEX

Concentrated blend of peptides combat aging. Brighten, lift and firm. Amazing to use post treatment
AM & PM



VIT C SERUM

Nourishing and soothing lavender & macadamia seed oil cleanser for sensitive and dry skin types.



DOUBLE WHITE

2 in 1 powerhouse to reduce bacteria, improve texture and significantly reduce pustules, papules and comedones. Also suitable for rosacea
AM & PM



AZELAIC FORTE 25

Provides Treatment for Bumpy Skin with Papules, Associated Redness & Reduces Discoloration



ACNE & ROSACEA



INTENSE HYDROGEL

Purify & soothe oily skin. Removes excess oil while hydrating. Reduces acne lesions.
AM & PM



ACNO COMPLEX

Concentrated blend of soothing agents used to treat inflamed skin. Reduces redness and acne lesions.
AM & PM



ACNO SOLUTION

Reduce bacteria production, redness and inflammation without drying out the skin.
AM & PM



DOUBLE FIGHT

2 in 1 powerhouse to reduce bacteria, improve texture and significantly reduce pustules, papules and comedones. Also suitable for rosacea
AM & PM



RETINOL CHARISMA

Must have for all skin types. Effective retinol that reduces reaction by 90%. Reduces acne, wrinkles and brightens the skin.
PM



IGLOO MOIST 24/7

Soothing hydrator that reduces redness and inflammation. Can be used post chemical peel.
AM and/or PM



AZELAIC FORTE 25

Provides Treatment for Bumpy Skin with Papules, Associated Redness & Reduces Discoloration

Thank you!

For more information, please visit our website:

www.noonaesthetics.com

