

SW⁺SS CELL THERAPY

PRODUCTS WORKSHOP

Presented by:

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PE SOFTGELS ADVANCED FORMULA

DESCRIPTION

PE SOFTGELS ADVANCED FORMULA

Content: 30 Softgels

Packaging:

- ~ 3 slides of 10 softgels in perforated blister,
- ~ Packed in the NASA grade aluminium foil, inserted in a blue box with a transparent interior window.

Softgel Color:

Dark brown.

Shelf Life:

4 years from date of manufacturing



PE SOFTGELS ADVANCED FORMULA

Features:-

- Latest; natural proprietary Swiss-optimised nutritional food supplement.
- **Manufactured and packed in Switzerland's** largest softgels manufacturing plant, the second largest plant in Europe; established since 1975 - conforming to International quality standards.

MFIII
The Pioneer
in Swiss Cell Therapy
Biotechnologies

www.mf3.ch

Endorsed by:



PE SOFTGELS ADVANCED FORMULA

- Production team of highly qualified and experienced pharmaceutical scientists, biotechnologists, chemists, researchers and quality controllers of Laboratoires Dom AVMM SUISSE.



When to Consume?

- One or two softgels daily
- Morning – on an empty stomach.
- At least ½ hour before breakfast.
- Induced appetite??? 1 hour after breakfast instead.
- Enteric Coated Softgel **delivery system**, by passing the stomach, and deliver to the small intestine, thereby enhancing bioavailability and absorption.



Who should Consume?

- Adult - male or female above the age of 18,

OR

- *Those who seeks*
 - renewed vigor, energy, vitality,
 - mental & physical alertness;
 - better improved complexion;
 - overall general well being.



Active Ingredient HP PEPTIDE DNA

- Highly Polymerized Deoxyribonucleotides (HP-DNA).
- Derived from the milt of special species of deep sea fish.
- A proprietary extraction method developed, avoids the depolymerization of DNA thereby guarantees maximum activity.



Active Ingredient: HP PEPTIDE DNA

(Concentration 50:1) equivalent to 10,000mg

- Standard DNA (non-polymerized) taken regularly may have **adverse effect** on health by increasing the blood level of uric acid.
- Perfect **biocompatibility** with regards to the human body.



The Benefits of **HP DNA**

- Osteoarthritis
- Increases physical performance
- Inhibition of oxidation
- Stimulates natural collagen & proteoglycan synthesis
- Ability to reduce the development & progression of anthrosis



The Benefits of HP DNA

- Soothe & reduce back pain
- Healing properties on aspirin induced ulcers & corneal wounds
- Improves stamina during exercise & improves recuperation after exercise.
- Decreases mental fatigue



The Benefits of HP DNA

- Enhancing better tolerance to environmental stress
- Decreases mental, physical fatigue & improves performance
- Regenerative action especially for post traumatic wounds; e.g, gastric ulcer



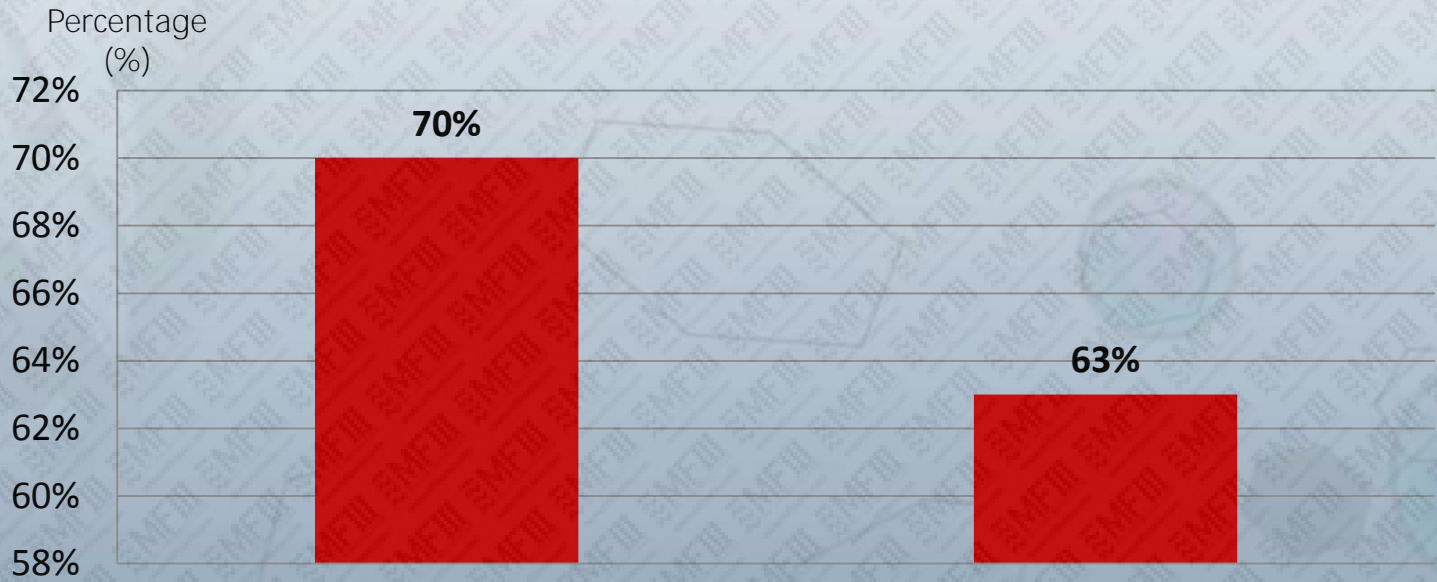
The Benefits of HP DNA

- Radiation protective power that is directly proportional to the degree of polymerization as experiment was done on rats with mortal doses of radiation were found to be tolerable to the undesirable effect of radiation therapy when the HP DNA were given prior to radiation
- Possesses immuno stimulating activities



Decreases Physical Fatigue

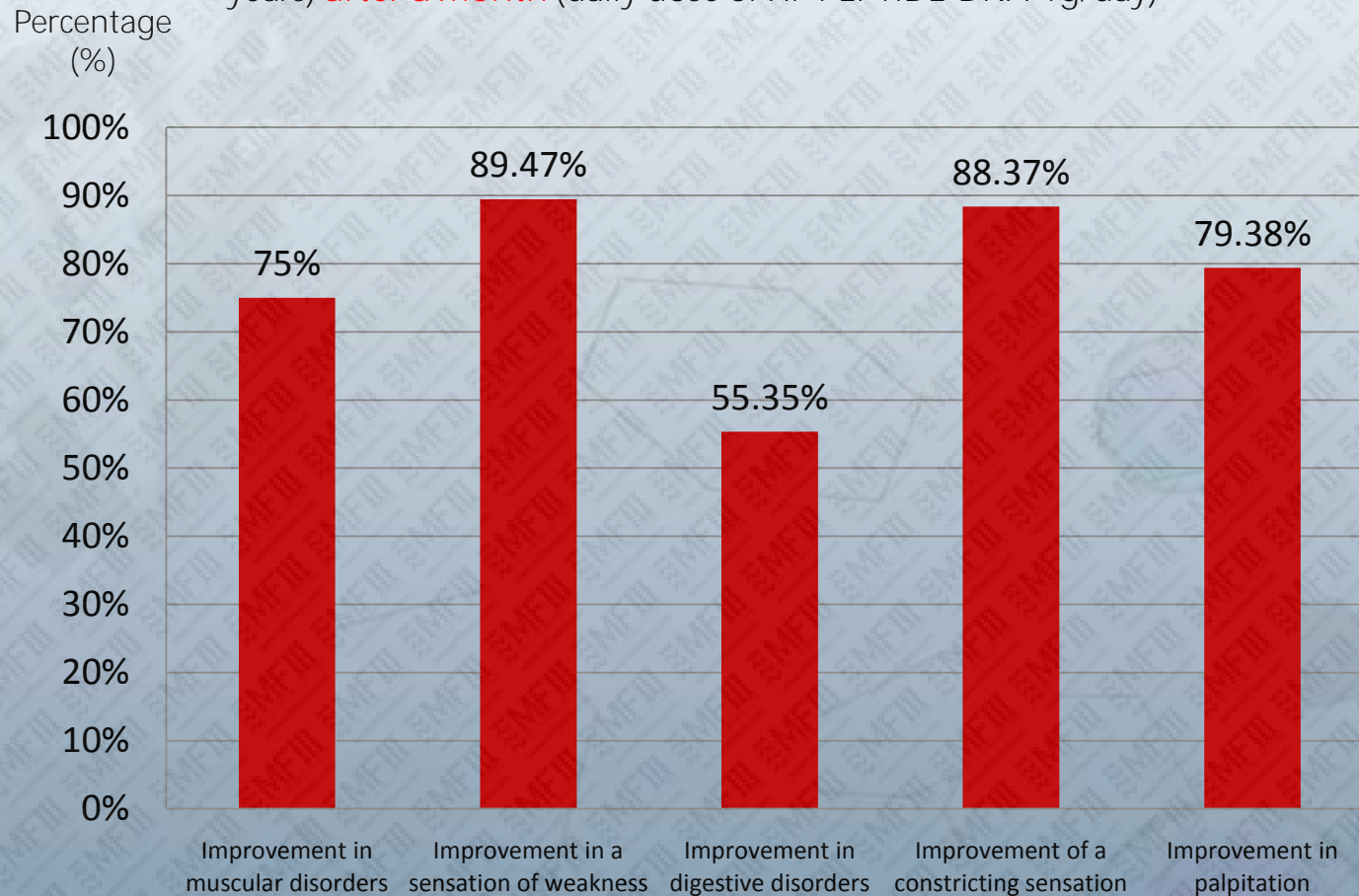
Effect of the HP PEPTIDE-DNA-on the **elderly** (people > 50 years)
after a month (daily dose of HP PEPTIDE-DNA-1g/day)



Improvement in the general condition **Improvement in psychological behaviour**

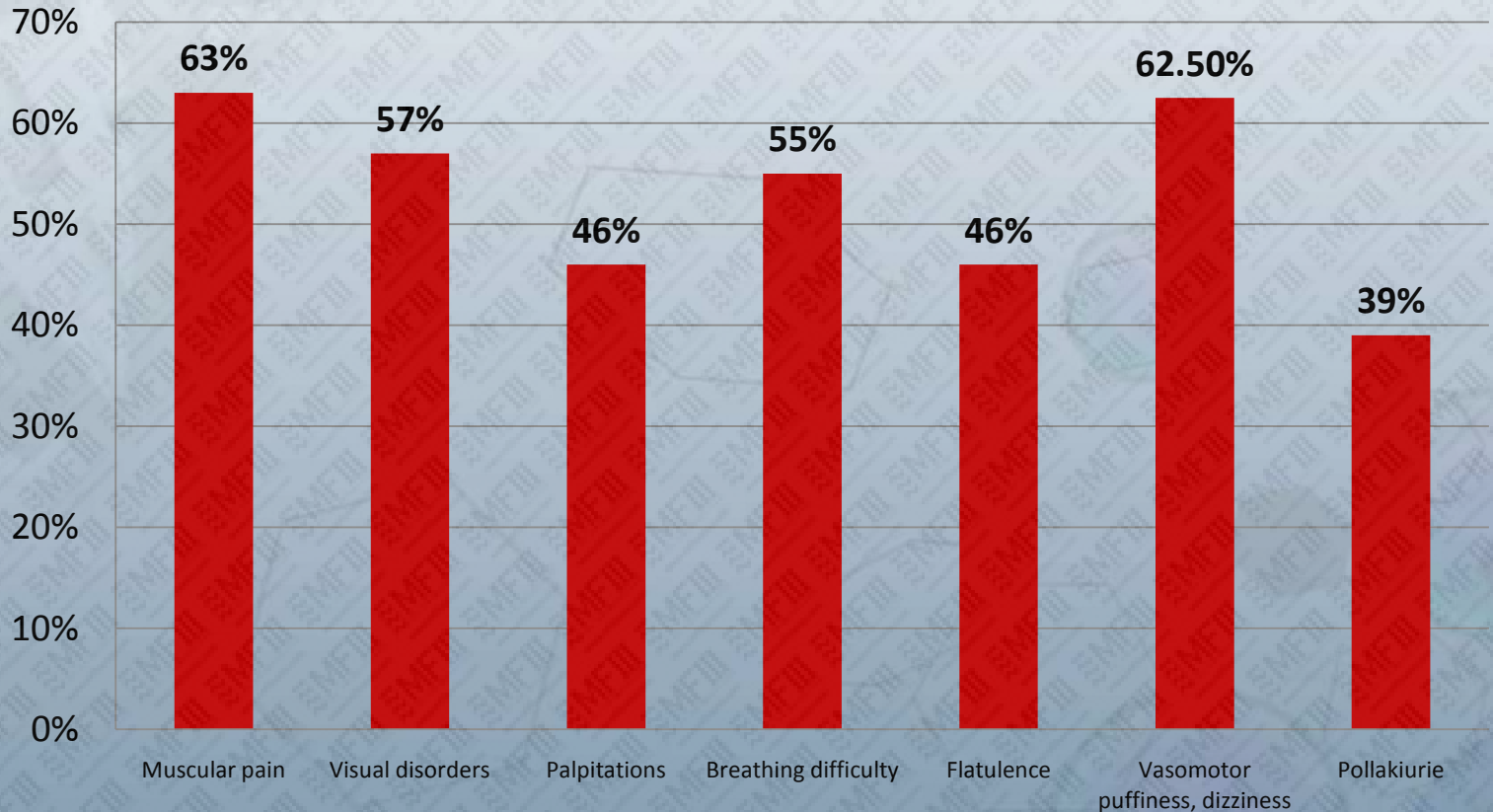


Effect of the HP PEPTIDE-DNA on **physical fatigue** (people > 15 years) **after a month** (daily dose of HP PEPTIDE-DNA-1g/day)



Effect of the HP PEPTIDE-DNA on **physical symptoms**
(688 people-average age=44 years) **after 15 days**
(daily dose of HP PEPTIDE-DNA-0.8g/day)

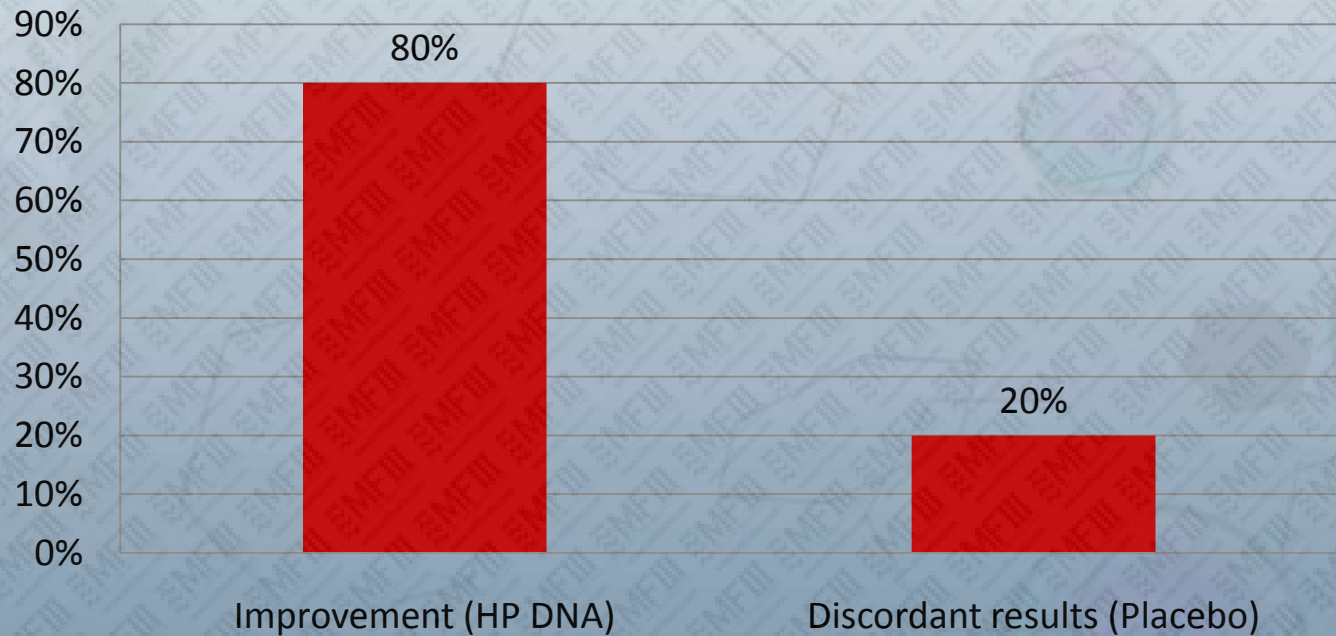
Percentage
(%)



Improves Stamina During Exercise & Improves Recuperation After Exercise

Effect of the HP PEPTIDE-DNA on recuperation after exercise
(tested against a placebo) – **Athlete's** preparation

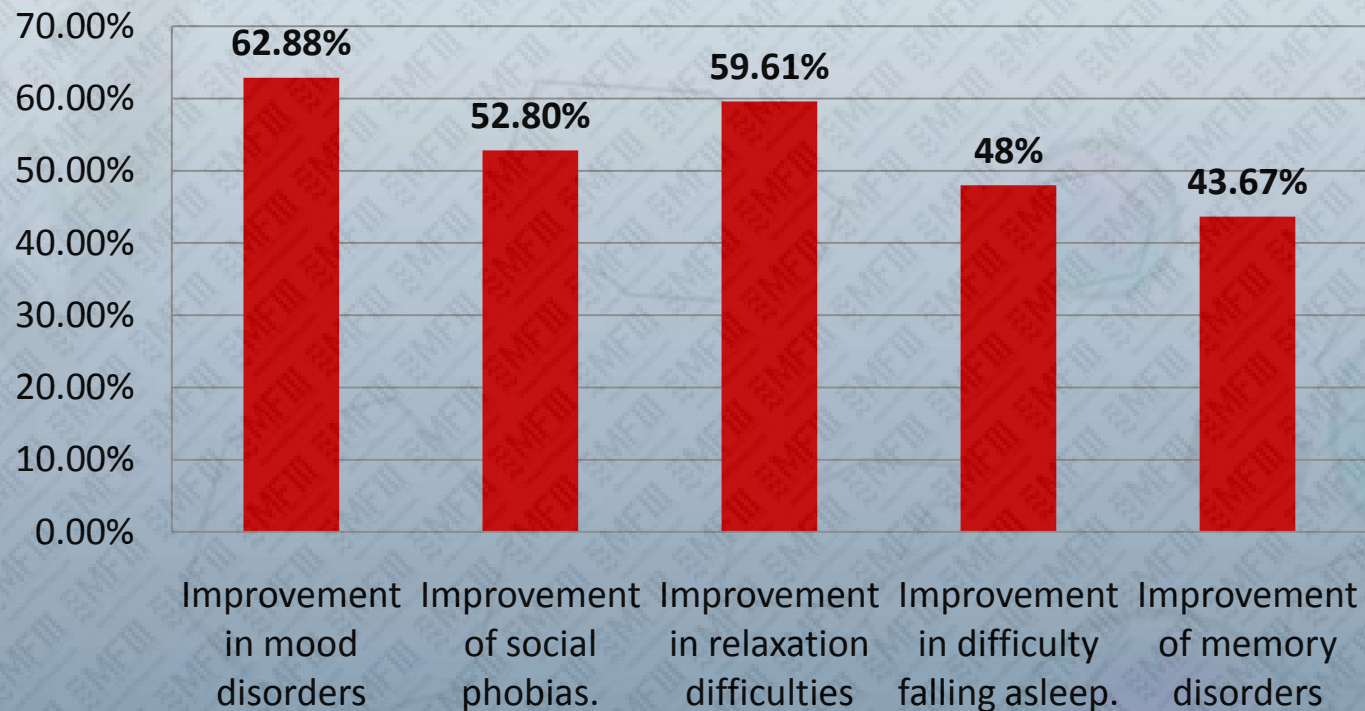
Percentage of
Improvement(%)



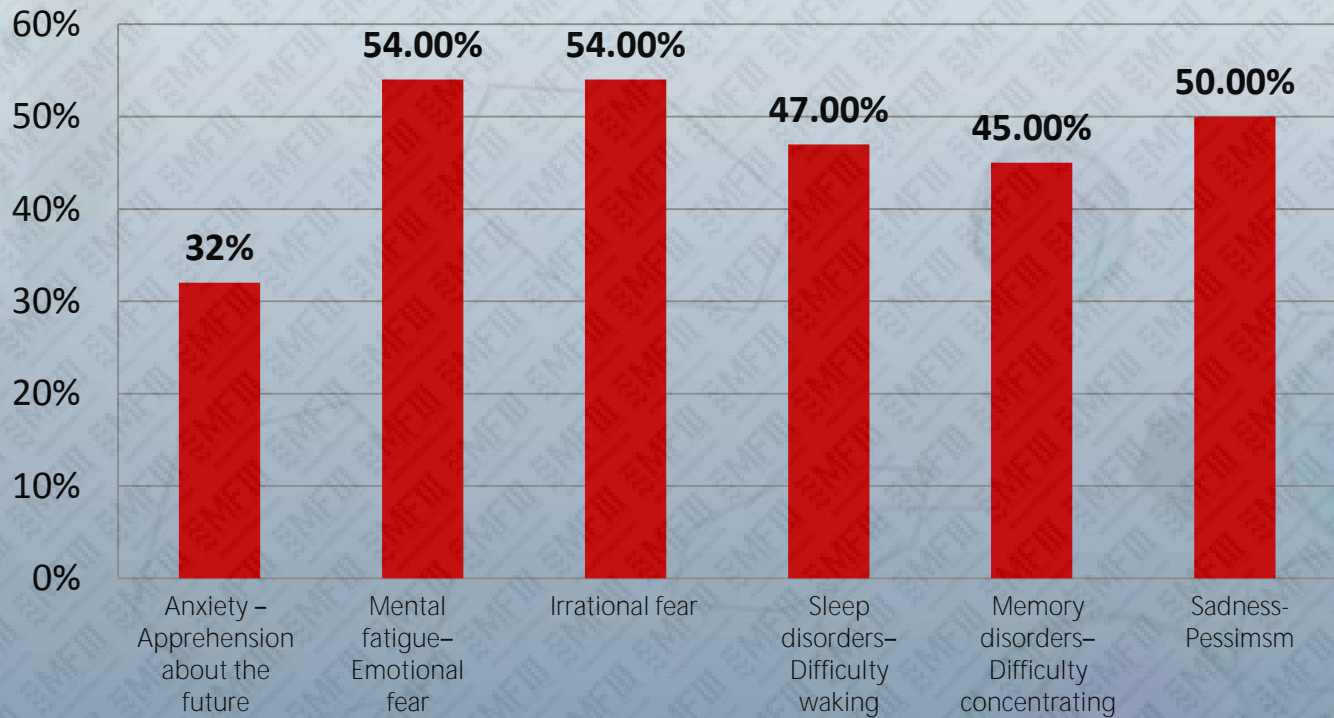
Decreases Mental Fatigue

Percentage (%)

Effect of the HP PEPTIDE-DNA on mental fatigue (people > 15 years) after a month (daily dose of HP PEPTIDE-DNA-1g/day)



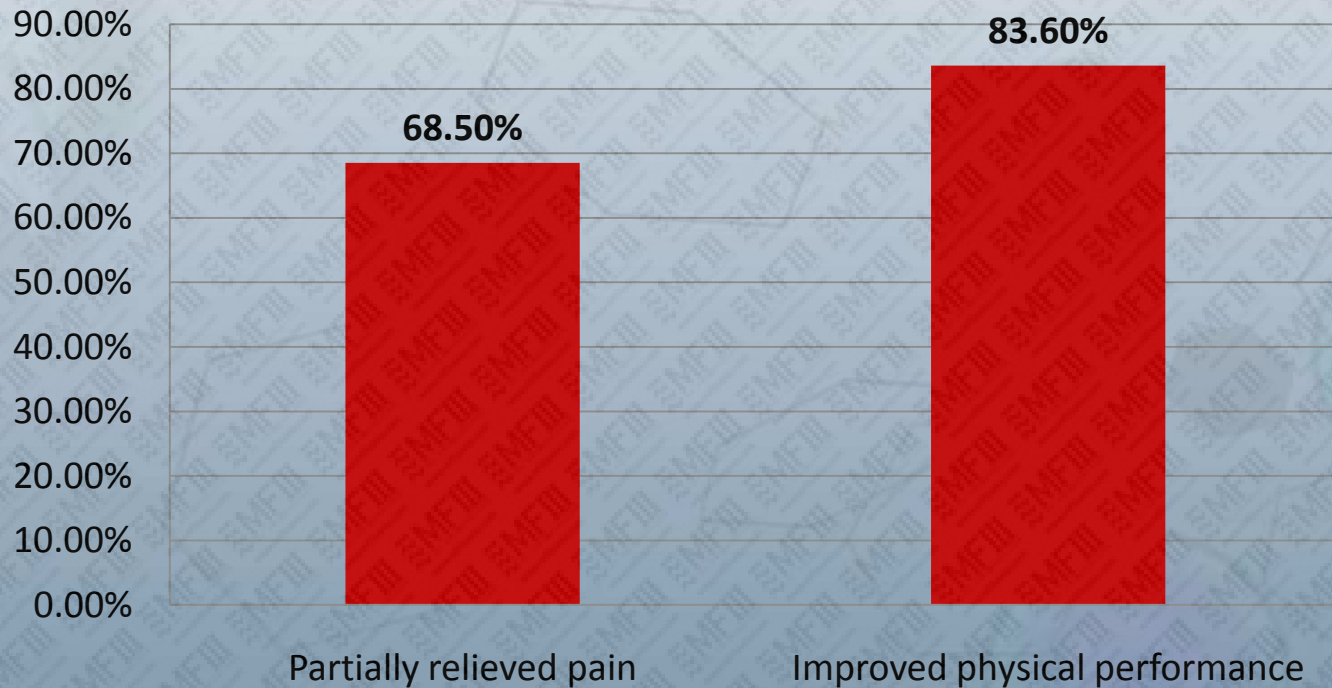
Effectiveness of the HP PEPTIDE-DNA on mental symptoms
(688 people - average = 44 years) after 15 days
(daily dose of HP-DNA-0.8 g/day)



Decreases Back Pain (Osteoarthritis)

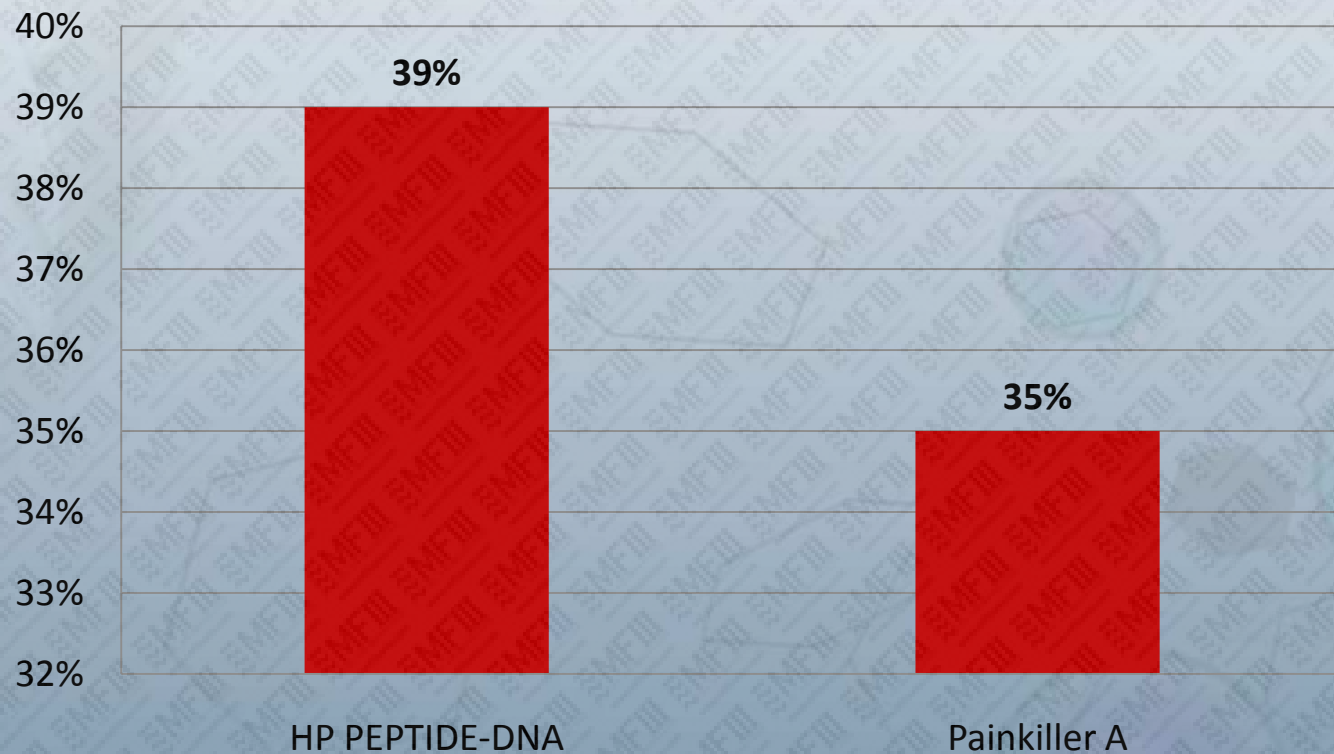
Effect of the HP PEPTIDE-DNA on osteoarthritis (2960 people – average age = 61 years) after 30 days (daily dose of HP PEPTIDE-DNA-0.2g/day)

Percentage of improvement (%)



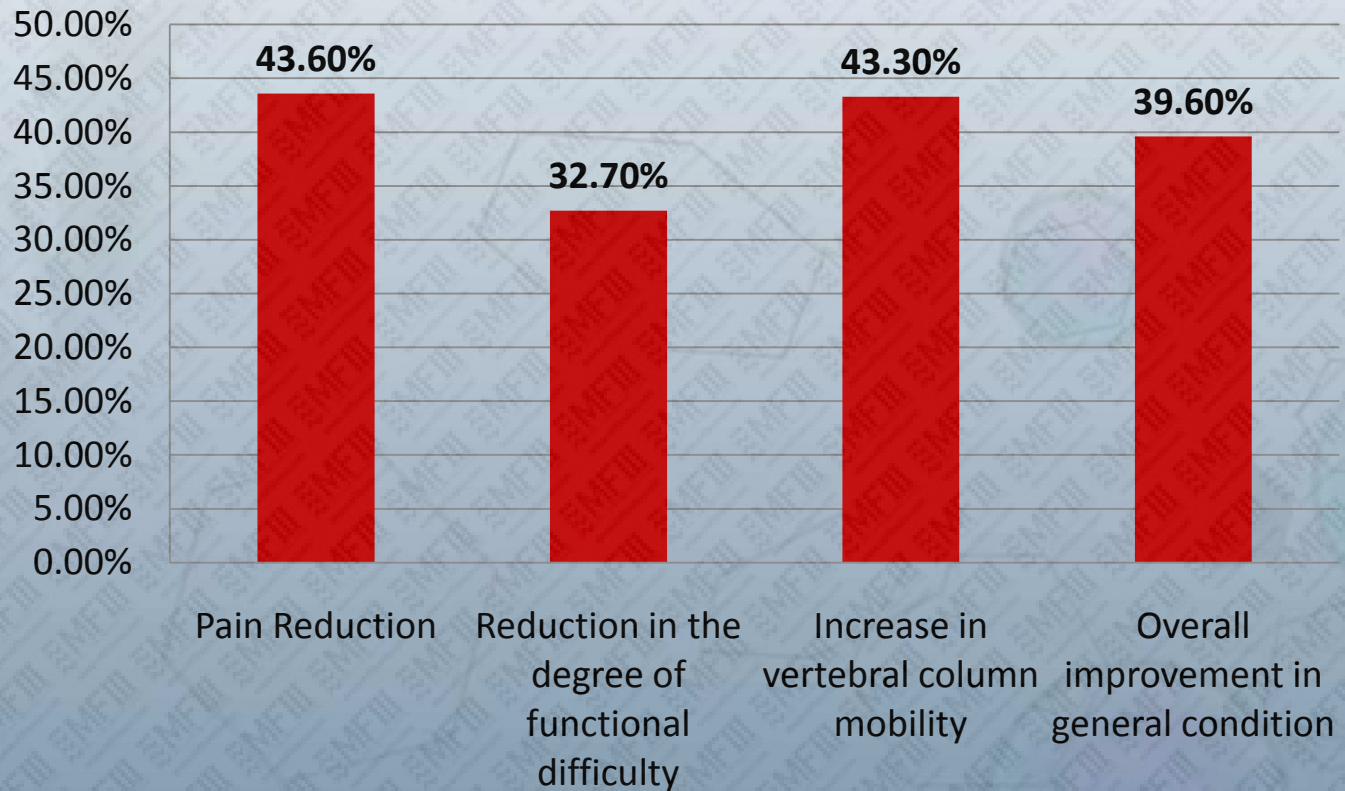
Effect of the HP PEPTIDE-DNA on osteoarthritis
(knee,hip), (67 people) after 42 days
(daily dose of HP PEPTIDE-DNA-0.2g/day) ~ Percentage of pain reduction

Percentage (%)

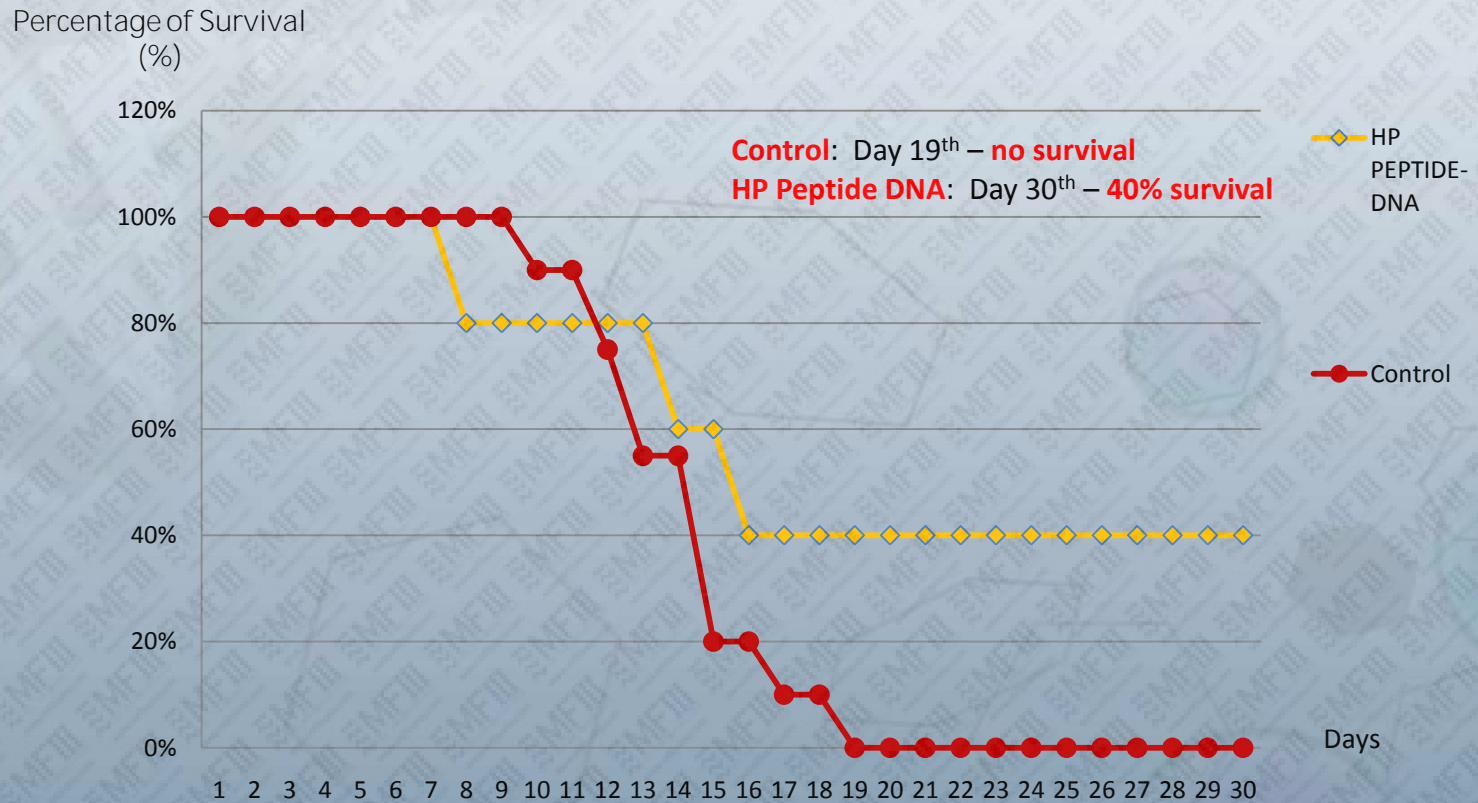


Effect of the HP PEPTIDE-DNA on back pain
(116 people – average age = 42 years) after 30 days
(daily dose of HP PEPTIDE-DNA-1g/day)

Percentage (%)



After radiation, the rats have been treated with HP PEPTIDE-DNA injection
Increase in the survival level on radiated rats with HP Peptide DNA



Collagen HM-E

(Concentration 50:1) equivalent to 10,000mg

- Collagen & elastin peptides of top premium grade quality in the same ratio as in the dermis.
- A skin extract obtained from special fish by cold process proprietary extraction using proteolytic enzyme.



Collagen HM-E

- Collagen – anti wrinkle action
- Elastin – provides dermis suppleness that completes collagen fibres tensile strength.
- Low molecular weight - soluble in aqueous phase and digestible.



- Numerous clinical studies have proven that Collagen HM-E are very active in the dermis where they improve basic skin structure and **texture as well as the skin's natural ability to retain moisture.**



- Over time, visibly reduction of fine lines, wrinkles and pigmentation, whilst improving the **skin's moisture balance**.
- Bioavailability property favourable for osteoarthritis, rheumatoid arthritis, osteoporosis and fibromyalgia.



- Conditions for Collagen HM-E

For best results: **Collagen must be**

1. Of highest **premium grade quality**
2. With **elastin**
3. In the **ratio of collagen & elastin** as in the **dermis**



Protein M

(Concentration 50:1) equivalent to 10,000mg

- Is a natural extract from special species of fish cartilage.
- Protein M play an active role in:-
 - the biodynamics of the skin and
 - the regeneration of **cartilage**



Protein M

- Polypeptides with **equivalent compositions as protein of cartilage.**
- This special feature leads them to play an active role in **cartilage reconstruction.**
- Degenerative joints problem are getting very common nowadays.



- It is becoming an increasing economic burden as the population ages which is known to be the leading cause of disability later in life.
- **It's most prominent feature is the progressive destruction of articular cartilage** which results in impaired joint motion, severe pain and ultimately disability.



- Musculoskeletal disorders e.g osteoarthritis (OA) is the most common one which costs significant economic, social and psychological costs.
- Pharmacological treatment such as NSAIDS are available, however produce serious adverse effects associated with their long term use.



- Protein – M with a combination of 40% collagen, 40% chondroitin sulphate and 20% minerals, target multiple pathways, therefore effective in patients: -
 - i. with **moderate** to **severe knee pain**
 - ii. For **soothing joint pain**
 - iii. For maintaining joint function and
 - iv. **Slowing down** the **degradation process**



Sheep Placenta Extract 400mg
(Concentration 30:1) equivalent to 9000mg

As we grow older, the rate at which our cells die is no longer proportionate to our cell reproduction. As such, the quality of our new cells begin to deteriorate, which then consequently leads to organ inefficiency.



Sheep Placenta Extract 300mg (Concentration 30:1) equivalent to 9000mg

The placenta with its huge potential are often overlook. The placenta contains over 128 rich growth factors (including NGF, EGF, FGF, CFS, TGF, IGF-1, IL1, IL2, IL3 & IL4 proteins, glycosaminoglycans, nucleic acids and other concentrated nutrients that can rejuvenate organic tissues.

The **placenta's** cytokines mitogenic actions result in an impressive array of physiological effect.



Among these are:

- Regenerating cells, tissues & organs
- Promotes & maintains healthy blood circulation
- Strengthen immune system
- Improves mental alertness



- Reinforces epidermis hydration which ultimately leads to firmer, brighter & smoother skin texture.
- Alleviates pre-menopausal syndrome
- Since compatible with the human body therefore, trigger no immune reactions
- Regulate hormone secretions



LD50-Lethal Dose 50

- A clinical study was carried out on the assessment of acute and oral toxicity on rat fed with **MFIII**-PE Softgels advanced formula by Bio HC, one of the **Europe's** largest and most sophisticated Clinical Test Research Centre in Pessac, France, under GLP and GCP conditions and further audited by PHYCHER, Bio development Quality Assurance unit.



- Conclusion of the study confirmed the followings:-
 1. No mortality occurred during the study
 2. The body weight evolution of the animals remain normal throughout the study



- Conclusion of the study confirmed the followings:-
 3. The macroscopical examination of the animals at the end of the study did not reveal treatment related changes
 4. LD50 of MFIII PE Softgels Advanced Formula (ref. 01.1009) is higher than 2000mg/kg body weight by oral route in the rat.



Maintenance

Optimum result obtained,

- One softgel daily or every other day.



Contraindications

1. Pregnant Ladies
2. Breastfeeding Mother
3. Cancer Patients (or as per instruction by physicians)



CLINICAL STUDY
PE SOFTGELS ADVANCED FORMULA

DATE: 20th September 2005 – 20 January 2006 (4 months)

VENUE: Neuchâtel Switzerland

TOTAL NO.: 58

GENDER: Caucasian Healthy Woman

Conducted by:

Prof. Dr. Alan Beguin Consultant for the Swiss Society of Cosmetology

AREA TESTED

Taken – 1 Softgel per Day

Area – All measurement such as cheeks, forehead, forearms, etc.

Test Group (29)	Placebo (29)
20-60 Years	21-59 Years
41 Years (Average)	40 Years (Average)

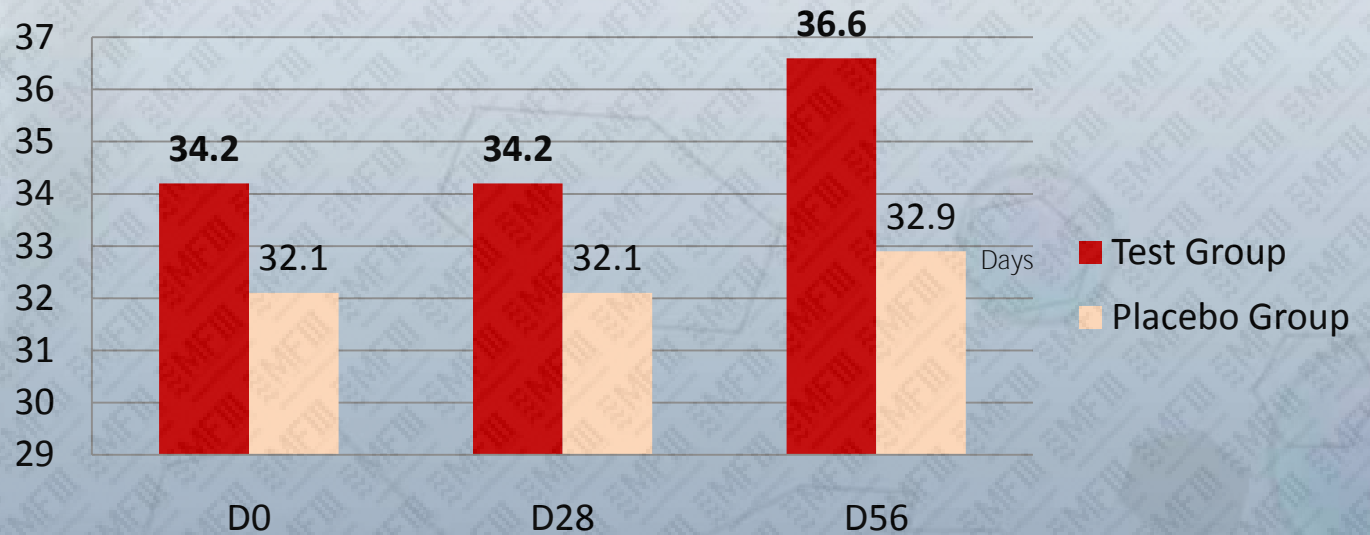


OBJECTIVES OF STUDY

- To evaluate the **specific cosmetic efficacy** of the food supplement; **PE Softgels**, against its placebo version of identical appearance and taste (or placebo)



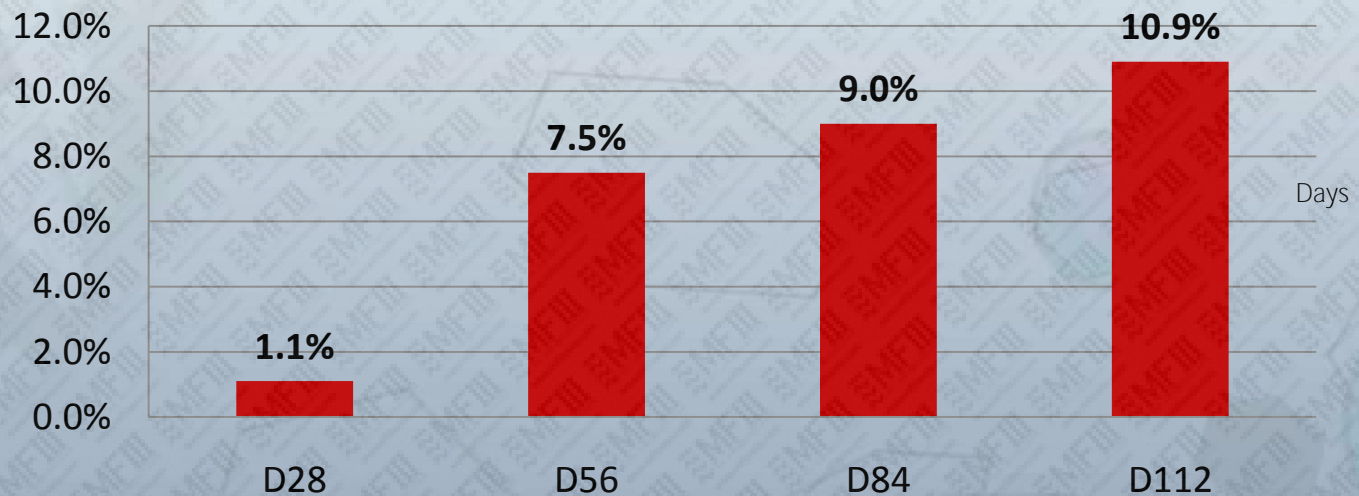
Skin Moisture (Forearms)



Test Parameters No.	Purpose	Instrument Used	Conclusion
1. Moisturization	Skin Hydration	Corneometer	<ul style="list-style-type: none"> Difference can be shown between 2 groups, expected at 2 months (D56), where the moisture level in test group exceed the placebo value by 10%



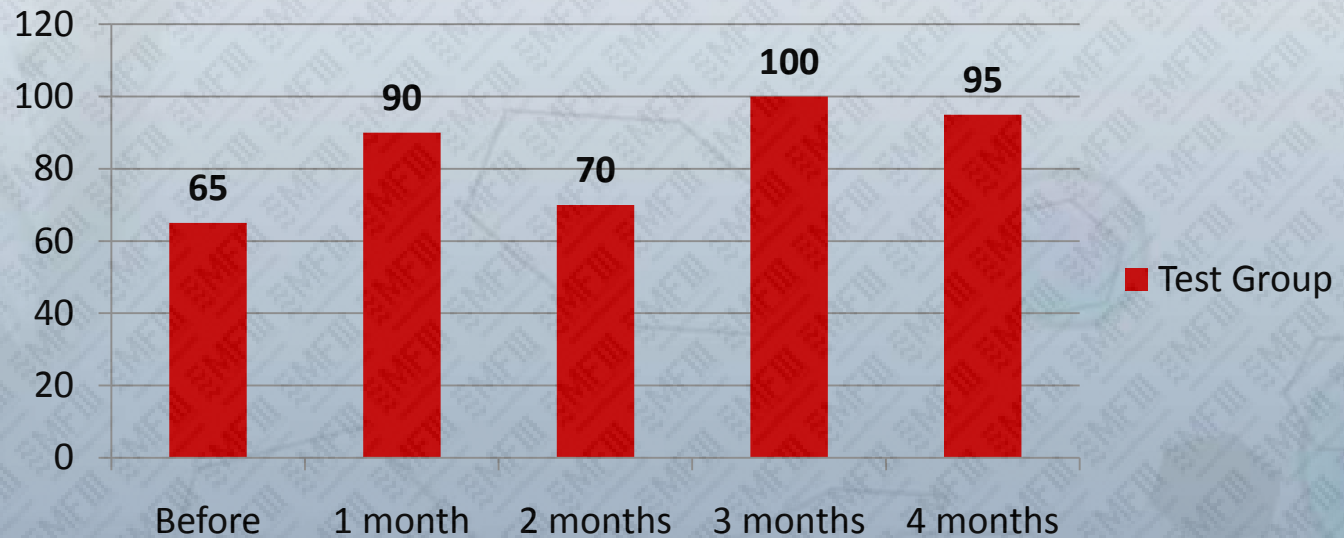
Percentage Evolution of Dermal Density



Test Parameters No.	Purpose	Instrument Used	Conclusion
2. Dermal Density	Skin Firmness	DermaScan	<ul style="list-style-type: none"> The data concluded that the treatment with MF3 PE Softgels AF shown (cheeks) a steady increase of dermal density The increase in density may represent a possible increase in collagen content.



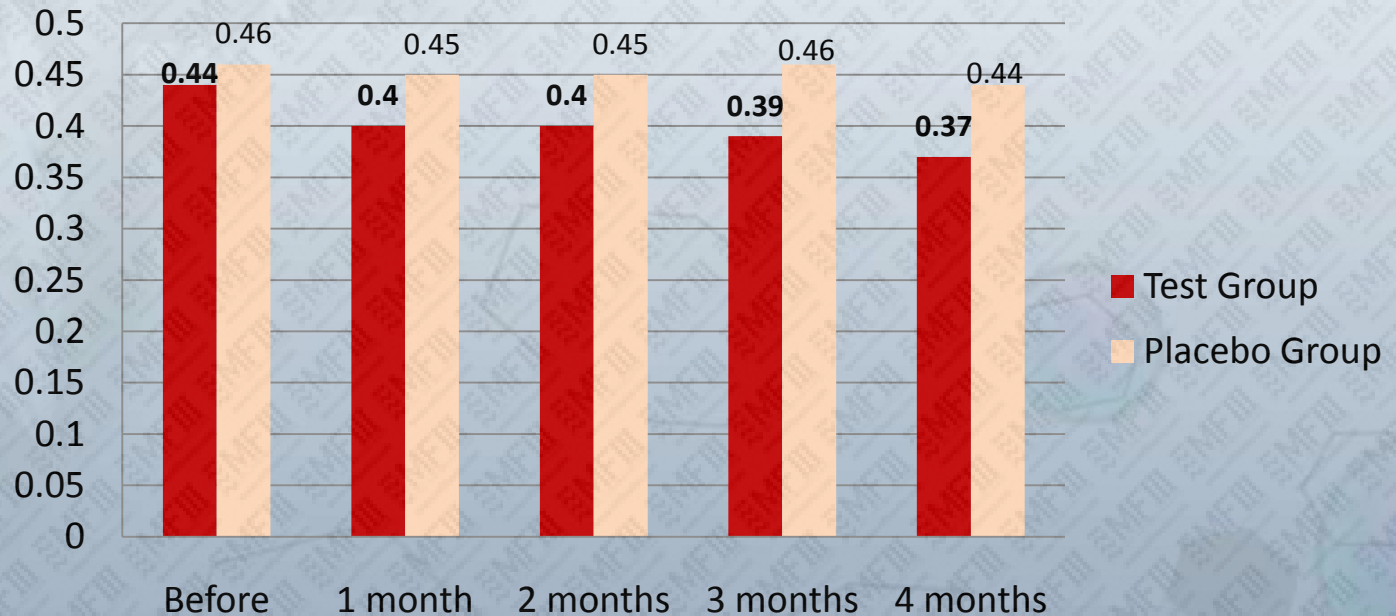
Sebum Levels



Test Parameters No.	Purpose	Instrument Used	Conclusion
3. Skin Surface Sebum	Regulations of sebum	Sebumeter	<ul style="list-style-type: none"> Sebum values increased to normal levels at 3 months and statistically significant obtained at 1 month.



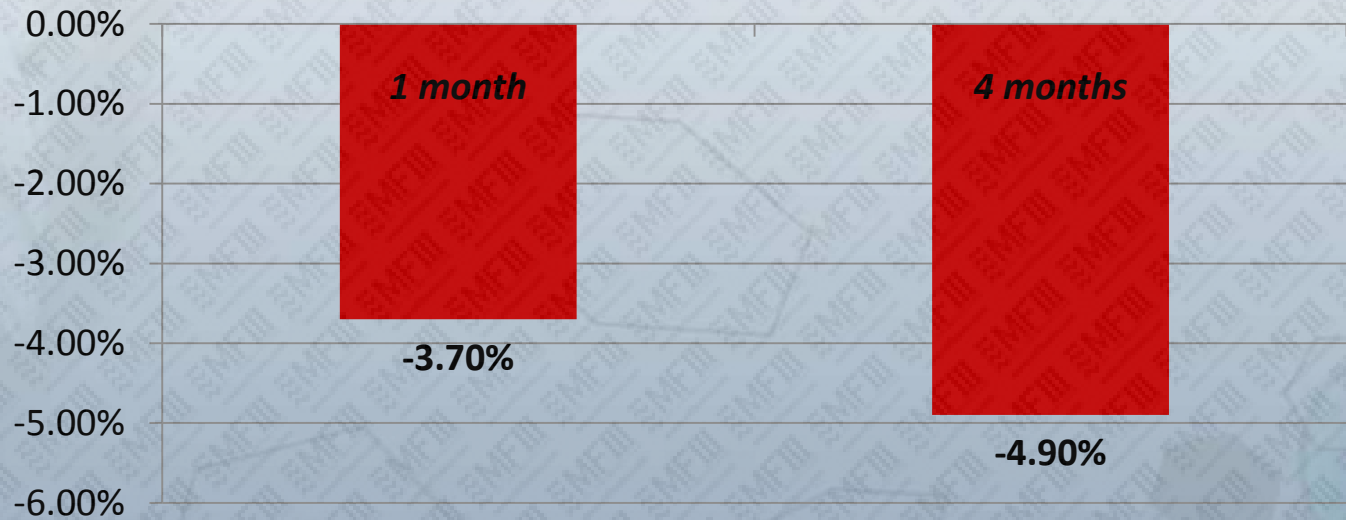
Biggest Roughness R2 (Left Forearm)



Test Parameters No.	Purpose	Instrument Used	Conclusion
4. Skin Surface Properties(A)	Fine Lines & Wrinkles	Visionscan	<ul style="list-style-type: none"> Supplementation with PE Softgels AF diminished skin roughness



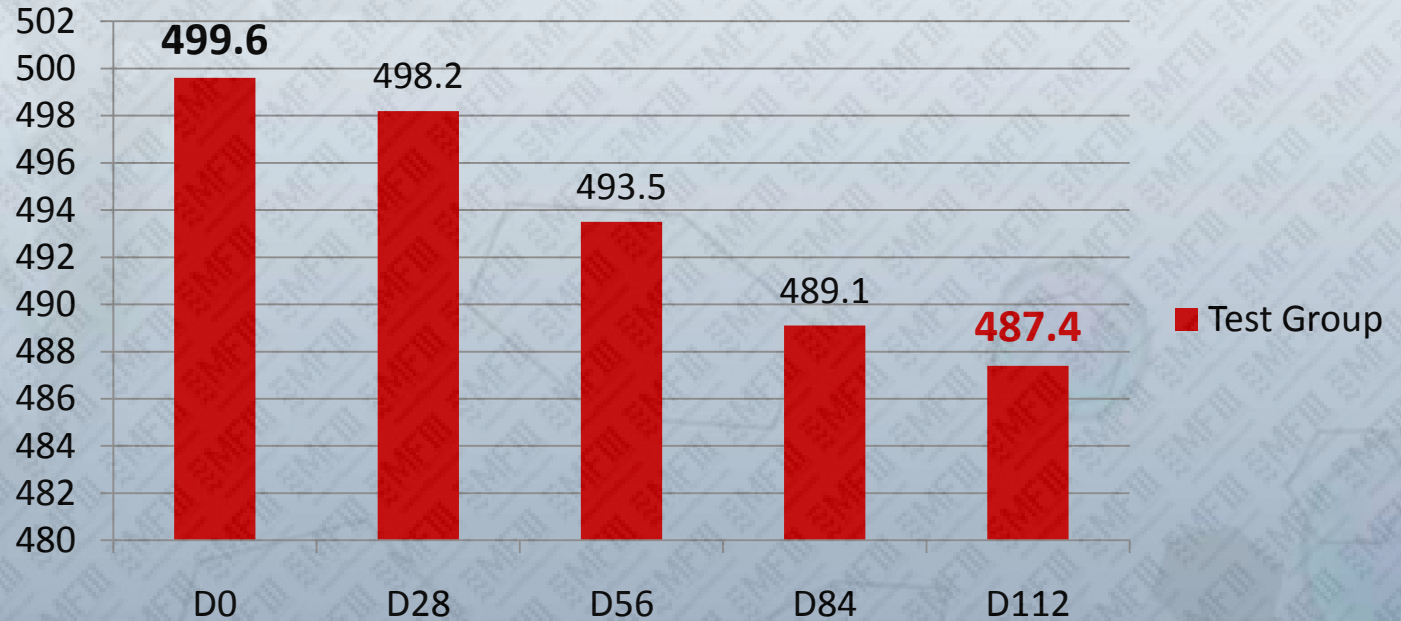
Average Roughness



Test Parameters No.	Purpose	Instrument Used	Conclusion
4. Skin Surface Properties(B)	Fine Lines & Wrinkles	Visionscan	<ul style="list-style-type: none"> Supplementation with PE Softgels AF diminished skin roughness



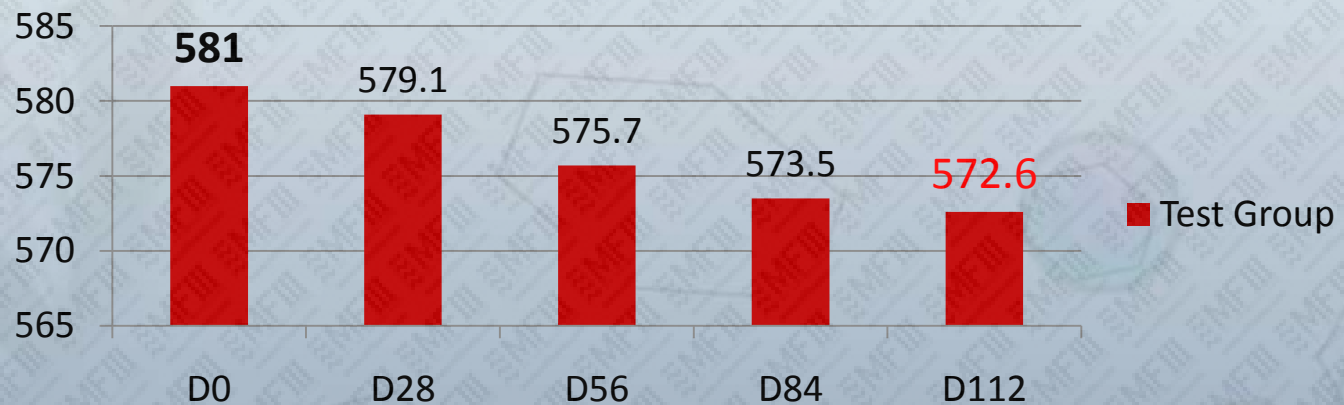
Melanin Index (Right Forearm)



Test Parameters No.	Purpose	Instrument Used	Conclusion
5. Melanin Index	Evaluations of melanin production	-	• Melanin reductions throughout the test period were quite significant



Erythema Index (Right Forearm)



Test Parameters No.	Purpose	Instrument Used	Conclusion
6. Erythema Index	Evaluation of irritation / sensitivity	Mexameter	<ul style="list-style-type: none"> Erythema index reductions after supplementation of PE softgels AF



CONCLUSION

- Increase in skin hydration rather significantly.
- Dermal density increased with more in older subjects possible increase in collagen
- Sebum normalization tendency particularly in lower sebum cases.



CONCLUSION

- Reduction in skin surface roughness – skin radiance.
- Reduction in the production of melanin
- Reduction in skin sensitiveness
- Product rating – Very Good
- Majority of subjects – Good product tolerance



PE Softgels Advanced Formula

Look Young

Feel Young

The SWISS Way!!!

MFIII
BIOTECHNOLOGIES

The Pioneer
in Swiss Cell Therapy
Biotechnologies

www.mf3.ch

Endorsed by:



The World's Only Vegetal Placenta



Exclusive Swiss Packaging with individual perforation to provide added protection & convenience

Swiss certified authenticity with distinctive genuine features



100% VEGETAL
Vegetal Placenta & Cellular Extracts
Is obtained from cell culture of a special rare species of non-GMO (non-genetically modified) plant.



MFIII VEGETAL PLACENTA ADVANCED FORMULA (VP/AF)

- The Swiss & European scientists, researchers & bio-technologists have been researching & developing a new equally effective substitute for animal placenta extract.
- Year 2001, the birth of VP softgel successfully tested & developed.



- Year 2003, upgraded version
- Year 2009 – further upgraded to **Vegetal Placenta Advanced Formula**
- Placenta of plant produced in the heart of their young buds.
- Nourishes the fruit of the plant during its growing stage



- Vegetal placenta (VP) - substitute for human or animal placenta as it offers the same efficacy and results – noted to have similarity in amino acid content and distribution.
- Extracted from cell culture of a special species of non-GMO (non-genetically modified) plant, it is rich in amino acid.



- **Proprietary ‘Cold extraction’** Celuxinis™
Proteolytic Enzyme technology was developed to maintain the bioactive state of the vegetal placenta.
- Unique process involves **NO HEATING** – contrast to all other placental brands with intense heating of 125-185°C involved in **lyophilisation** of placenta into its dried powder form.



- Lyophilisation destroys the cellular structural walls of the membrane as it involves sudden intense vacuum pressure suction.
- VP bioactive ingredient – Dermacenta™ stimulates cellular renewal, improves the oxygen supply to our cells and enhances the protein synthesis in our skins to maintain its youthfulness.



- Dermacenta™ also strengthens skin cells against premature photo-ageing and chronological ageing; thus giving you the perfect rejuvenated, revitalized and regenerated skin.
- The meticulous preparation of the nutritional placenta compounds in **MFIII** Softgels can sustain up to 4 years in its highly bioactive form.



- Storage – room temperature or below but not frozen or under direct sunlight.



Consumption & Maintenance

Optimum result obtained,

- One softgel daily or every other day



Certification



ISO 9001
ISO 14001



MILIPORE

EMS



The Pioneer
in Swiss Cell Therapy
Biotechnologies

www.mf3.ch

Endorsed by:



7/2011



Among some of the benefits:-

- Prevention of **premature degeneration** of cells
- Strengthen **immune system**
- Reduce **fine lines & wrinkles**



- **Whitening** effect
- Internal cellular **bio-sunshield**





BLUECELL
EXTRACTS PLUS
Moisturising Serum Gel



DESCRIPTION

BLUECELL EXTRACTS PLUS

- Light moisturizing serum gel
- Size : 30ml
- Packaging : In an air tight pump dispenser (Metalic cylinder)
- Content Form : Gel
- Color : Clear blue color

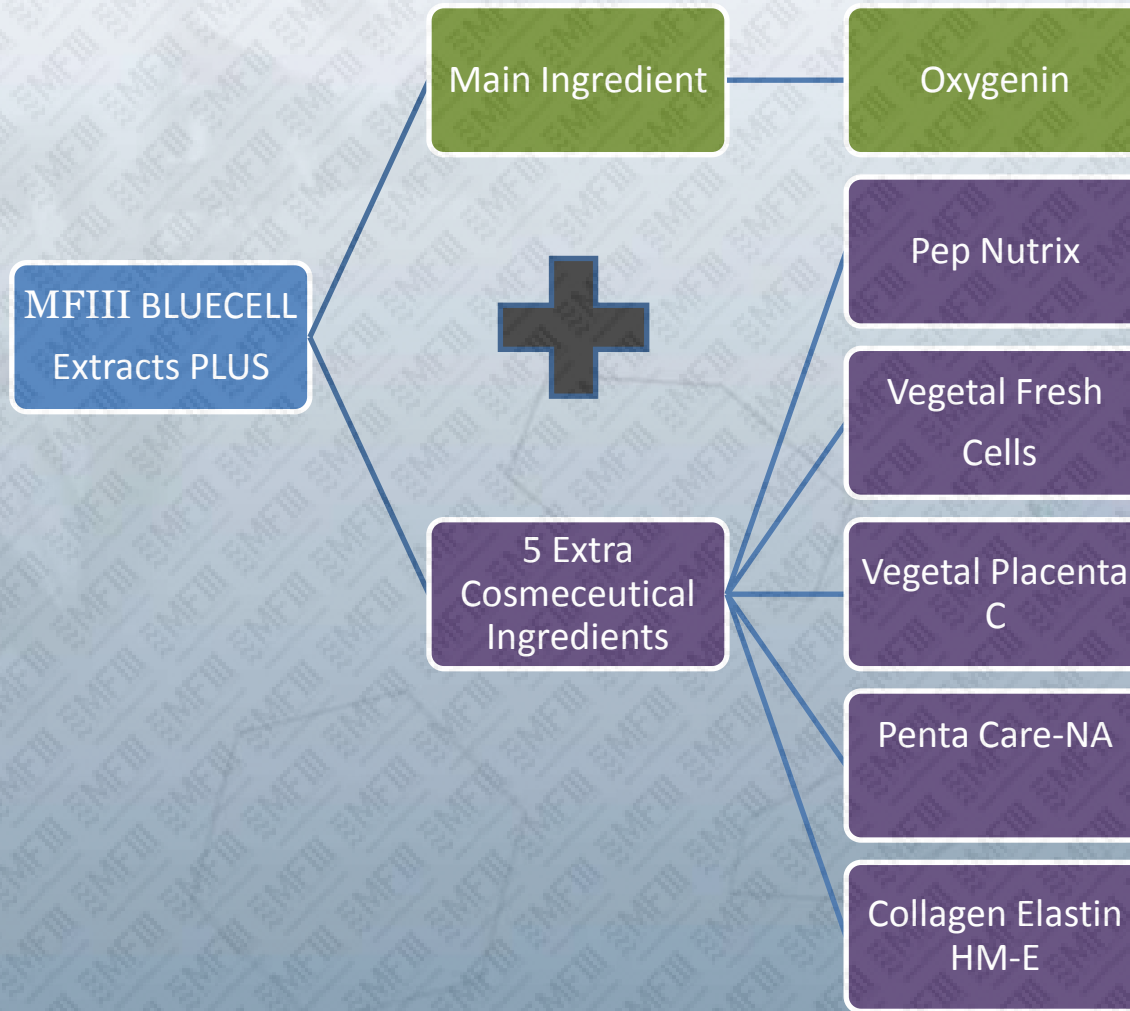


DESCRIPTION

BLUECELL EXTRACTS PLUS

- Odour : Light fresh aroma
- Acts as a face moisturizer, eye gel and neck serum; i.e 3 in 1





OXYGENIN

- Most effective & efficient carrier known to science today.
- Increases oxygen supply, metabolic process become more efficient.
- Allow skin to breath optimally & self regulate better in polluted environment.
- Assist in the production of collagen & elastin.



OXYGENIN

- Does not clog pores.
- An Ideal detoxification agent, i.e. rid skin of Carbon Dioxide by enriching skin with higher Oxygen level.
- At age 30, loss of oxygen level in skin by 25%.
- At age 40, loss of oxygen level in skin is up to 50%.



PEP NUTRIX

~ Enhanced metabolism, hydrating & energizing properties

- Colostrum based active ingredient.
- Rich in amino acids and minerals.
- Induced fibroblast activity to boost collagen formation.



- Firms up skin & smoothen wrinkles.
- Amino acids contribute to skin hydration.



VEGETAL FRESH CELLS

~ Protecting, repairing, lightening,
immune booster & moisturizing properties

- Potent antioxidant, counteracts free radicals.
- Stimulates the synthesis of collagen.
- Improves skin vitality & tone.



- Rich in zinc, contributes as wonderful skin immune protector.
- Smoothen fine lines & wrinkles.
- Lightening effect.



VEGETAL PLACENTA C

- Excellent in reproducibility.
- Enhance **skin renewal** in the short run.
- Improves overall **skin cellular metabolism** with **seboeregulating effect** in the long run.



VEGETAL PLACENTA C

- Increase oxygen consumption of skin cells.
- Metabolic activity of cell intensified.



PENTA CARE – NA Tighten & firms up skin

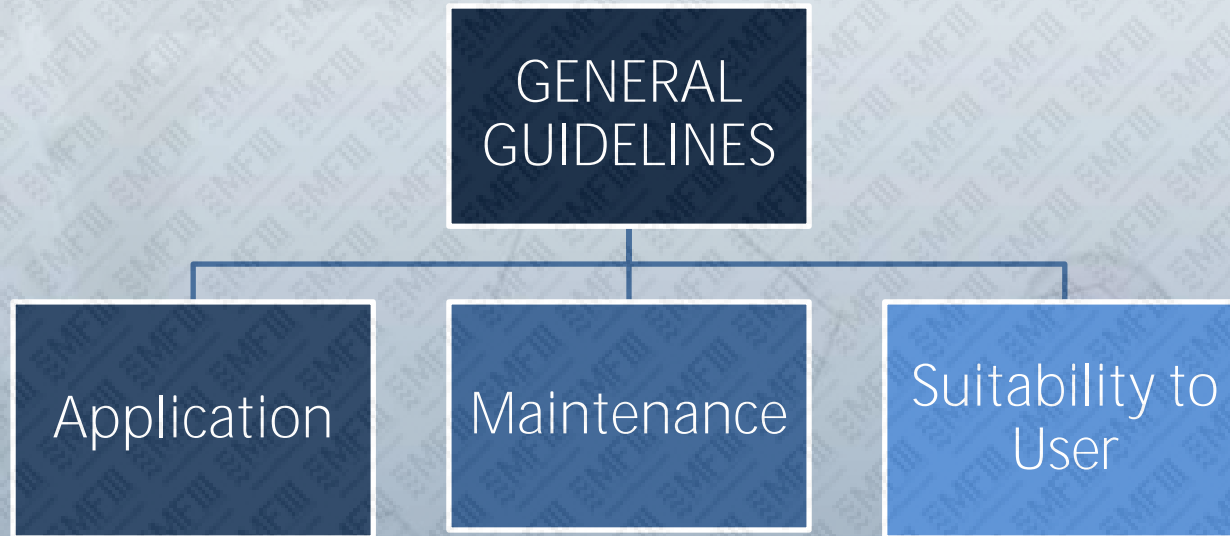
- **Tightens** the skin.
- **Smoothen fine lines and wrinkles** with features of “sebum albumin” minus its disadvantage of “crumbling of the skin”.



COLLAGEN ELASTIN HM-E ~ Firms & suppleness

- Collagen and elastin peptides in the same ratio as in the dermis.
- Anti-wrinkles & firming effect.





APPLICATION

- Twice a day.
- Morning ~ On a cleansed face (male), before the application of make up (female).
- Night ~ On a cleansed face before retiring to bed .



MAINTENANCE

- Direction of application: upward & outward on face & neck.
- Continue once or twice a day according to individual needs



SUITABILITY FOR USERS

- Adult male or female over 18 years of age.
- Oily skin – Restricted to only once a day (Day / Night)



Other skin types:-

1. dry skin
2. dehydrated skin
3. matured skin
4. pigmented skin
5. tired & devitalized skin
6. sensitive skin



CLINICAL STUDY BLUECELL EXTRACTS PLUS

DATE : 10th October – 10th December 2005 (2 Months)

VENUE : **Neuchâtel** Switzerland

SEASON: Summer

PROFILE OF VOLUNTEERS

TOTAL NO. : 29

GENDER : Woman

AGE : 30-64 Years (Average : 52 Years)



Conducted by:

Prof. Dr. Alan Beguin

Consultant for the Swiss Society of
Cosmetology

AREA TESTED

Applied ~ Twice daily after cleansing

Areas ~ Face, eye area, neck, nose,
forearm (sebum), forehead, cheek, etc.



OBJECTIVES OF STUDY

1. To evaluate the specific cosmetic efficacy as claimed.
2. Toleration level of the test product Blue Cell Extracts PLUS Serum Gel during the duration of use and the opinion of others.
3. To provide consumers with trustable safe product.



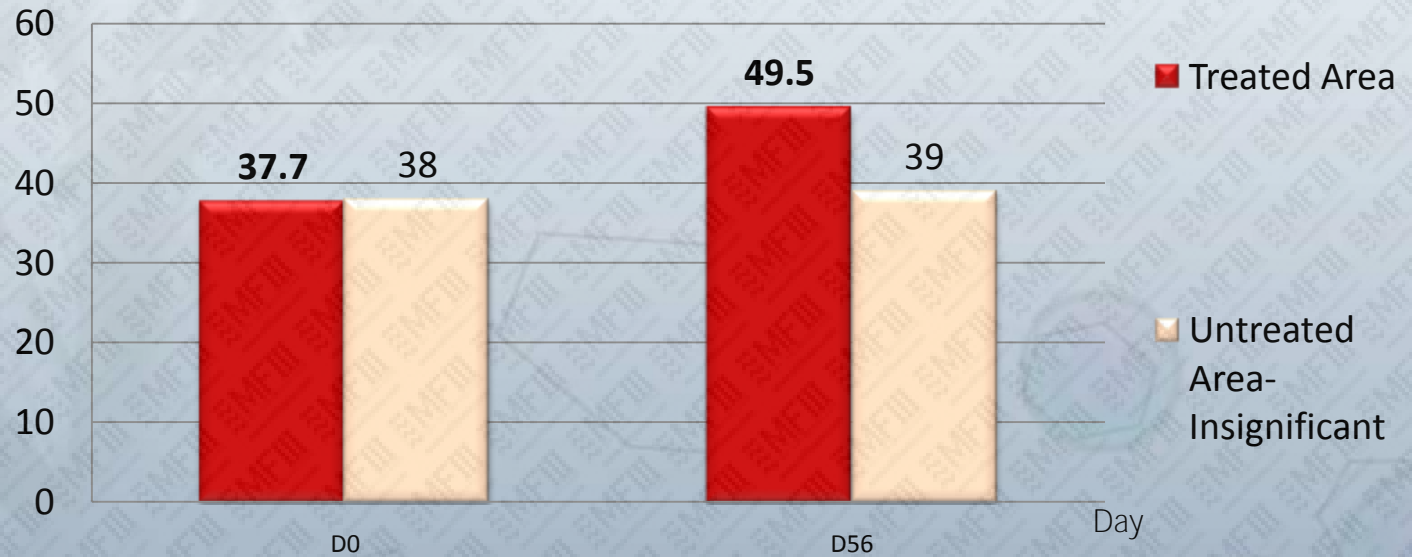
OBJECTIVES OF STUDY

4. Additional safety factor for consumers and regulatory authorities.
5. Tested in **human beings** are increasingly encouraged for cosmetic products and their ingredients instead of animal tests.



Skin Moisture

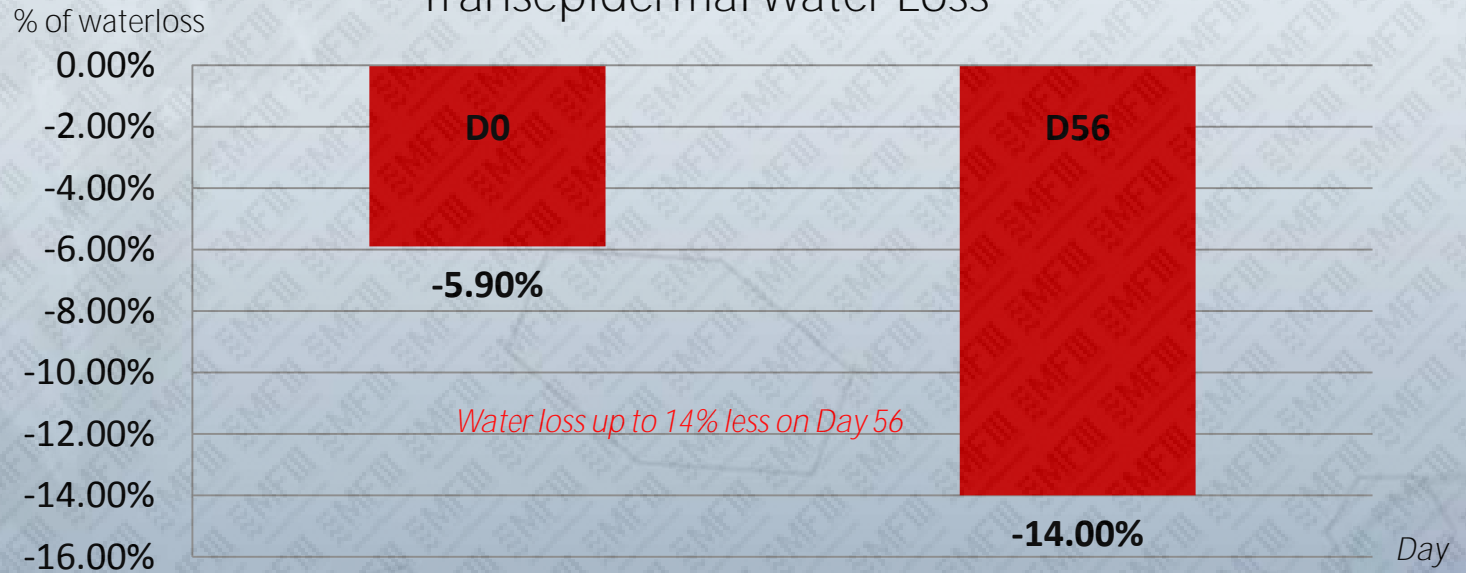
Level of moisture



Test Parameters No.	Purpose	Instrument Used	Conclusion
1. Moisturization	Skin Hydration	Corneometer	<ul style="list-style-type: none"> • Increase skin moisture at maximum 56 days at 11.8 units. • Very good moisturizing effect.



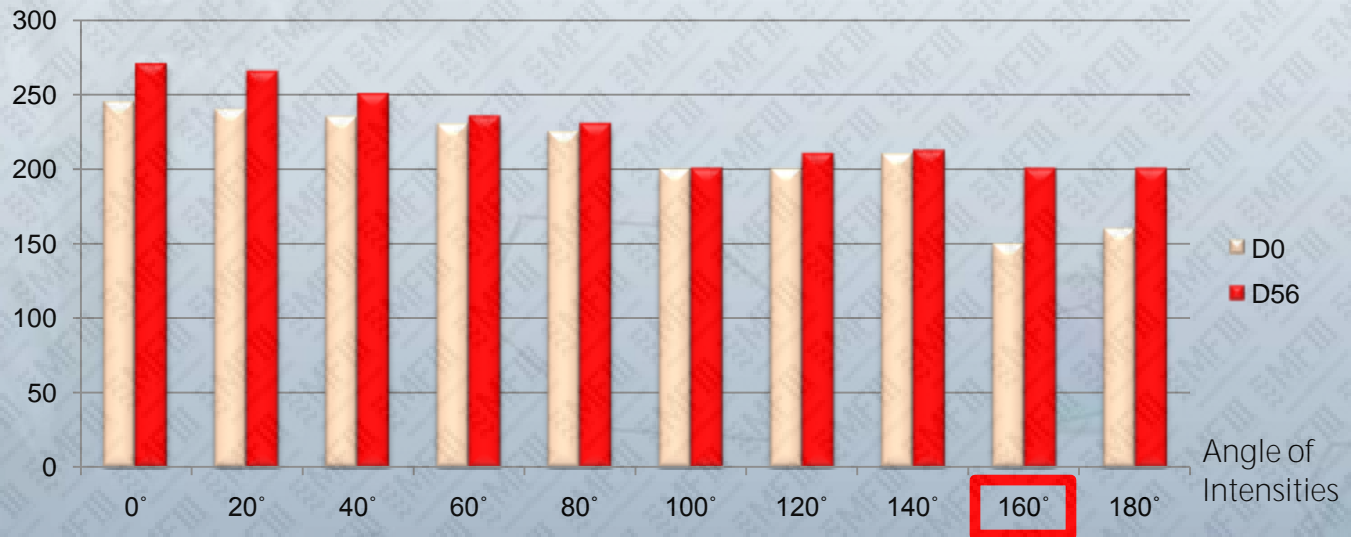
Transepidermal Water Loss



Test Parameters No.	Purpose	Instrument Used	Conclusion
2. Transepidermal Water Loss (EWL)	Skin Barrier Function	Dermalab	<ul style="list-style-type: none"> Strengthens the skin barrier properties and makes the skin more resistant towards transepidermal water loss



Level of firmness

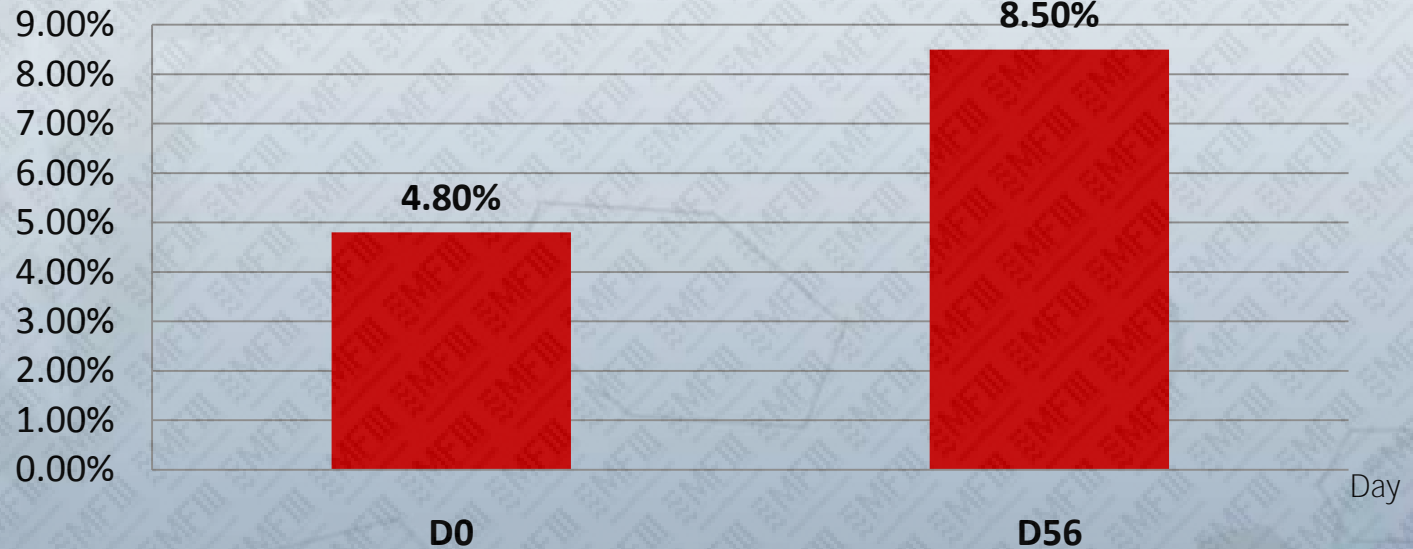


Test Parameters No.	Purpose	Instrument Used	Conclusion
3. Neck	Skin Firmness	Reviscometer	<ul style="list-style-type: none"> Highest firming effect at 160° (directionality of intensities) Significant difference were observed between D0 and D56



Dermal Density

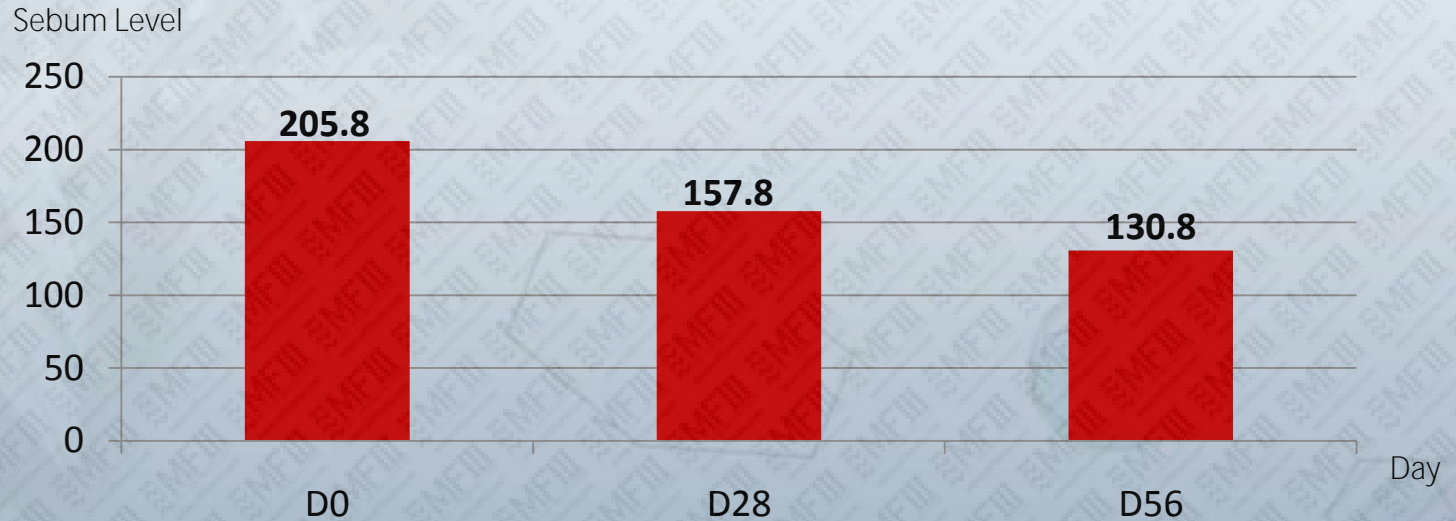
% of Density



Test Parameters No.	Purpose	Instrument Used	Conclusion
4. Dermal Density	Skin Firmness	DermaScan	<ul style="list-style-type: none"> Increase in dermal density indicates an increase in collagen production, hence firmness of skin.



Sebum Casual Level (r+l nose sides), Oily Skin Subgroup

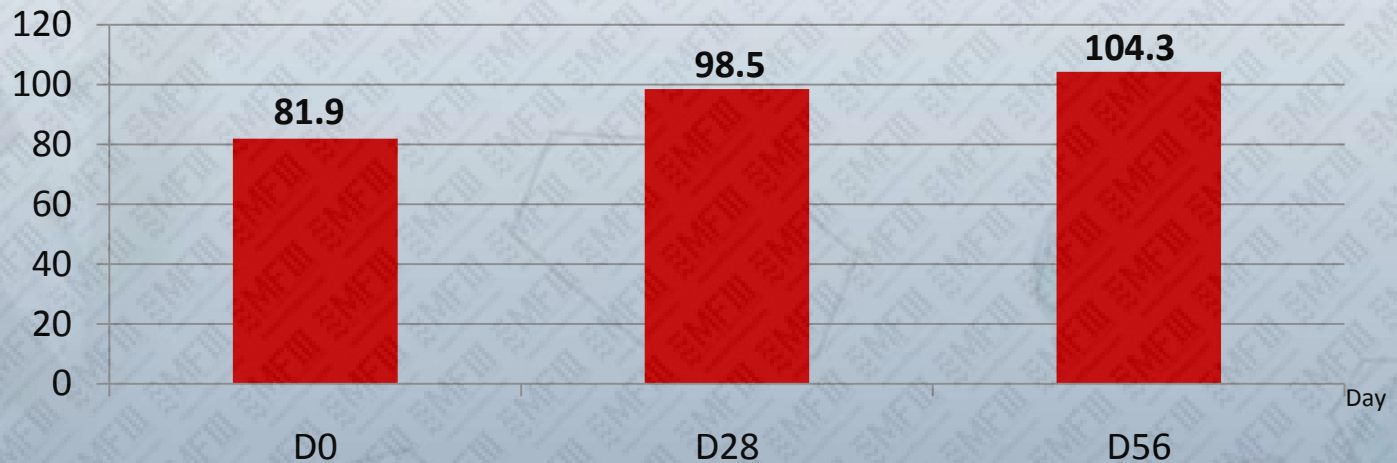


Test Parameters No.	Purpose	Instrument Used	Conclusion
5. Skin Surface Sebum	Regulations of sebum	Sebumeter	<u>Oily Skin</u> After 2 months of treatment, mean values indicate a normal sebum level . Results are statistically significant after 1 month & very significant after 2 months.



Sebum Casual Level (r+l nose sides), Normal Skin Subgroup

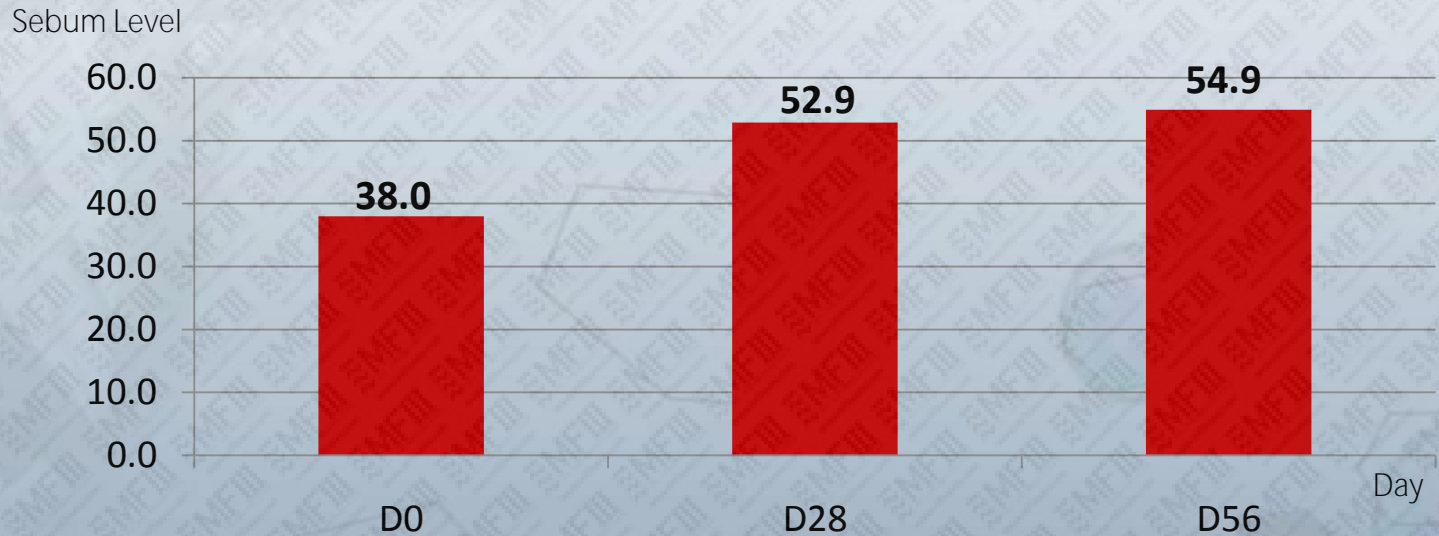
Sebum Level



Test Parameters No. 测试指标	Purpose 测试目的	Instrument Used 测试仪	Conclusion 结论
5(b) Skin Surface Sebum	Regulations of sebum	Sebumeter	<u>Normal Skin</u> Sebum values increased to normal levels and statistical significant was obtained at the end of 2 months.



Sebum Casual Level (r+l nose sides), low sebum subgroup



Test Parameters No.	Purpose	Instrument Used	Conclusion
5(c) Skin Surface Sebum	Regulations of sebum	Sebumeter	<u>Low Sebum</u> Increase of sebum levels for the low sebum group is statistically significant at the end of 2 months

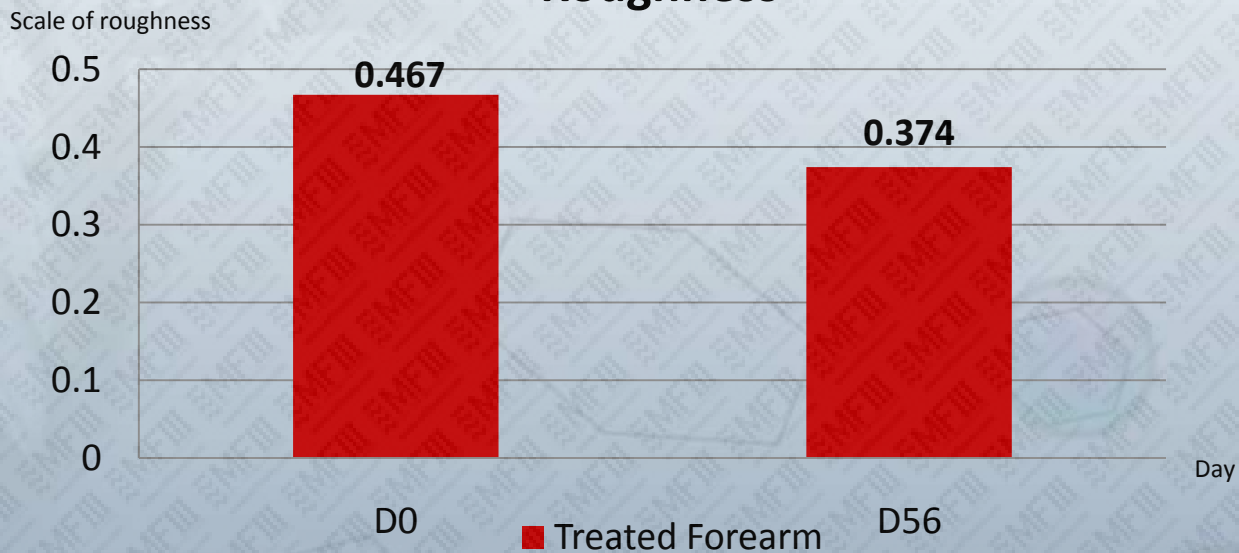


Conclusion:- Regularization of Sebum

- i.) Reduction for the oily skin group.
- ii.) Normalization for the normal skin group.
- iii.) Increase in production for the low sebum group.



Roughness

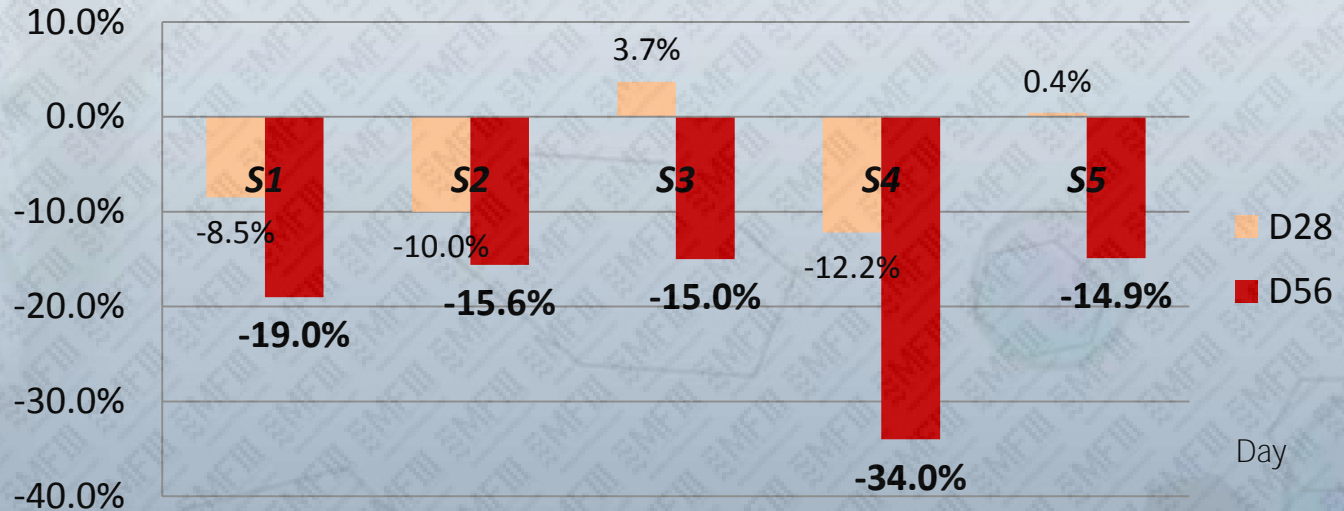


Test Parameters No.	Purpose	Instrument Used	Conclusion
6. Skin Surface Properties	Fine Lines & Wrinkles	Visionscan	<ul style="list-style-type: none"> Twice daily treatment with the test product reduced skin roughness significantly. This result may be interpreted as the decrease and disappearance of fine lines and wrinkles.



Wrinkle Profilometry on 5 Subjects

depth of wrinkle



Test Parameters No.	Purpose	Instrument Used	Conclusion
7. Wrinkle Profilometry	Wrinkle Depth Reduction	3D Laser	<ul style="list-style-type: none"> 5 out of 8 subjects showed good results significantly with wrinkle depth reduction, also wrinkle volume and/or complexity reduction, providing a strong, appealing efficacy claim to customers.



FINAL CONCLUSION

The obtained results show that the test product:

1. Has a very good moisturizing effect.
2. Seboregulating effect- Oily, normal & dry skin.
3. Skin firmness - dramatically improved on the face and neck.



4. Reduction of crow's feet wrinkles.
5. Reduction in skin roughness, measured that lead to an improvement of skin visual appearance.
6. Dermal density increased - good firming effect.



7. 86% volunteers rated the product as good / very good
 8. Majority of the participants (83%) noticed a visible improvement on their face, including an increase in facial radiance.
 9. Safe & non irritating
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In brief, besides good tolerance level, radiance, smoothness, firmness. Efficacy were attested by the great majority of the volunteers.



THANK YOU
FOR YOUR TIME!

