

## DISCOVER PIONEERING SKIN SCIENCE THAT GOES DEEPER

*“Medical science and surgical techniques are constantly evolving, becoming more precise and deepening our understanding of the skin at the microscopic cellular level; that’s why the skin care I develop has to evolve too.” Dr Yannis Alexandrides*

11 years after launching 111SKIN’s three hero products, Dr Yannis Alexandrides has drawn upon his unparalleled expertise of 3-dimensional skin healing to harness the latest advancements in skin science, infusing 111SKIN’s best-selling reparative range with new technology to deliver deeper, lasting results.

Launched 30th March 2023



Dubai, UAE (March 2023):

111SKIN is the luxury, doctor-led skin care brand that uniquely bridges the gap between plastic and reconstructive surgery, and skincare. Globally renowned Plastic Surgeon Dr Yannis Alexandrides has distilled 30+ years of reconstructive surgical experience into three upgraded NAC Y<sup>2</sup>™ formulas that penetrate deeper into the skin, are more potent and last longer for firmer, smoother rejuvenated skin.

For the new generation Reparative formulations, the latest **Niosome encapsulation technology** has been harnessed to enhance the delivery of NAC Y<sup>2</sup>™, allowing it to penetrate the stratum corneum and reach deeper into the epidermis, where it reaches live cells. This new delivery system not only enables deeper penetration, but also allows for a more potent dose of the reparative NAC core ingredient (at least 4 times more) and slow release of the active complex to work within the skin for up to 8 hours.

*“Since I created the original Dramatic Healing Serum – it’s always been about using my surgical expertise and understanding of 3-Dimensional healing of skin to create formulas that work at a deeper cellular level. The latest skin science and technology enables us to take these formulations to the next level. Four times the strength of its predecessor, this triple complex is the solution to a healthy, glowing complexion.” - Dr Yannis Alexandrides*

From his 111 Harley St. Clinic, Dr Yannis and his team are constantly researching the latest scientific and medical advancements. This new technology enables a futureproofing of the skin and slowing down of the ageing process.



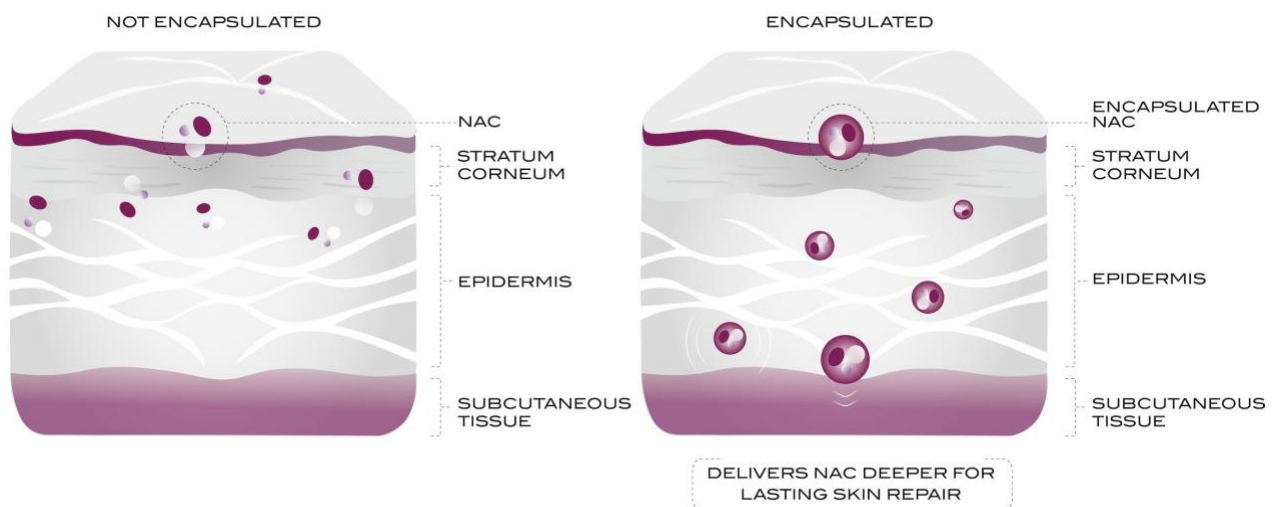
## REPAIR SERUM NAC Y<sup>2</sup>™

### 111SKIN'S BEST-SELLING AND ORIGINAL SERUM HAS JUST GOT A FACE LIFT

This surgically precise serum showcases the benefits of 111SKIN's proprietary complex, NAC Y<sup>2</sup>™, boasting a concentration that's 4x more potent than the original formula. Niosome encapsulation technology penetrates powerful actives deeper into the skin, encouraging day-to-day skin regeneration to slow the signs of ageing.

Driven by Dr Yannis' profound understanding of epidermal structure, the new encapsulation technology allows the formula to further enhance the skin from deeper within, effectively future proofing your skin.

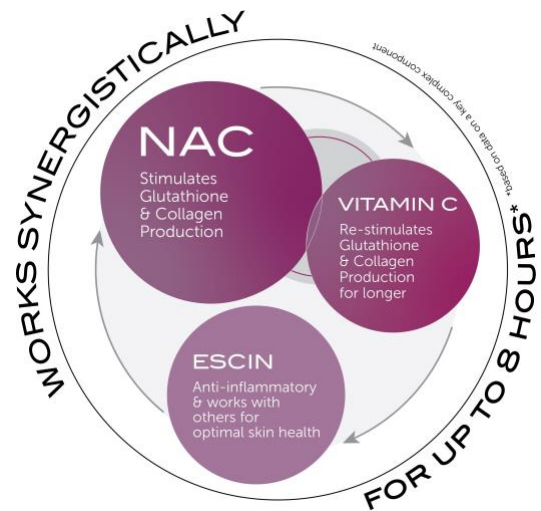
*"There's no better way to nourish your skin deeper into the epidermis. A moisturiser alone or other serums may simply operate at the surface – this superior formula is the secret to more powerful, lasting results. The latest Niosome encapsulation technology sends active ingredients deep inside the epidermis, encouraging cells to regenerate. This new delivery system, and increased potency of NAC Y<sup>2</sup>™, promotes a visibly healthy and glowing complexion." - Dr Yannis Alexandrides*



The antioxidant capabilities of this serum are supercharged by a stable dose of Vitamin C to promote healthy collagen production, while a powerful blend of Horse Chestnut and Escin work to reduce signs of inflammation. Soothing Pink Rock Rose Extract has also been added to this upgraded formula to calm inflammation and improve firmness.

Alone these ingredients are powerful but together they work in synergy for enhanced results.

The 1+1+1 synergistic effect of the three core ingredients that make up NAC Y<sup>2</sup>™ uniquely optimises skin health over time. Dramatic results can be achieved by using the product for full cycle of skin regeneration – a full 28 days.



#### Directions:

After cleansing, distribute 1-2 pumps between fingertips and apply to face and neck in an upward motion every morning and evening before moisturizer.

#### Active Ingredients:

**NAC Y<sup>2</sup>™**, which comprised of:

**NAC** - a powerful antioxidant that stimulates the production of glutathione and in turn collagen to improve elasticity and plump the skin.

**Vitamin C** - On top of the complexion-enhancing results Vitamin C is known for. This re-stimulates NAC to continue to produce glutathione for longer.

**Blend of Horse Chestnut + Escin** - Known for its anti-inflammatory benefits we've boosted its inclusion in the formula, adding a pure form of Escin to the Horse Chestnut which contained Escin. The new boosted version of Escin works with the other ingredients for optimal skin health.

**Pink Rock Rose Extract** – Organically grown in the Mediterranean desert, this extract is harnessed for skin care due to its anti-inflammatory and skin-smoothing properties. Helps to reduce the appearance of fine lines and firm skin.

Size: 30ml



## EYE LIFT GEL NAC Y<sup>2</sup>™

Inspired by the transformative effects of plastic surgery, 111SKIN's Eye Lift Gel NAC Y<sup>2</sup>™ targets the delicate under-eye area with a carefully balanced blend of actives known to tighten, invigorate, and protect skin.

*"The eye area is usually the first place you notice signs of damage and ageing, so you need a product precisely formulated for the delicate skin around that area. With a blend of actives to target all the key concerns, this is the product that does all the heavy lifting for you."*

Dr Yannis Alexandrides

Enriched with our newly encapsulated NAC Y<sup>2</sup>™ complex to support innate skin repair and fortify and nourish the delicate eye area at a deeper cellular level. With 4 x the reparative NAC power and harnessing Niosome encapsulation technology this upgraded anti-oxidant complex is expertly complemented with specific eye care ingredients.

The product's visible lifting effect is achieved through the use of an expression-freezing Hexapeptide (Argireline). This potent active weakens the skin's ability to contract and speeds up its relaxation time, minimizing the appearance of fine lines and making it an effective no-needle alternative to filler.

A bi-functional Caffeine complex incorporates a de-puffing dose of Caffeine to nourish and awaken tired-looking under-eyes and combines it with the addition of Silverskin Extract to help optimise skin barrier function.

### **Directions:**

Distribute half a pump between fingers. Starting at the outer corner of the eye, gently pat the product onto skin, working inwards. Move upwards and sweep out over the brow bone, then back to the outer corner. Repeat until the product is fully absorbed.

### **Active Ingredients:**

**NAC Y<sup>2</sup>™** – 111SKIN's proprietary complex designed to repair and protect skin by amplifying its anti-oxidant levels and improving elasticity. Now encapsulated for enhanced delivery and efficacy.

**Hexapeptide (Argireline)** – An advanced peptide that tightens skin to help lessen appearance of fine lines and provide a lifting effect.

**Bi-functional Caffeine Complex** – A powerful combination of depuffing Caffeine and new Silverskin extract helping reinforce the skin barrier improving moisture retention, while providing a shield against external aggressors.

Size: 15ml



## DAY CREAM NAC Y<sup>2</sup>™

Drawing from Dr Yannis Alexandrides' expansive knowledge of the skin and how it reacts to its environment, this moisturizer was formulated with Yeast Extract to provide enhanced, daily protection against external aggressors.

*"Your skin barrier is your first defense against external, free radical damage. Our day cream supports a healthy barrier function and helps to retain hydration and maintain a healthy epidermis."*

Dr Yannis Alexandrides

This formula also contains our newly encapsulated NAC Y<sup>2</sup>™ complex to help repair stressed skin. With 4 x the reparative NAC power and harnessing Niosome encapsulation technology this upgraded antioxidant complex is expertly complemented with specific skin care ingredients to fortify the skin barrier and work in synergy with Repair Serum NAC Y<sup>2</sup>™.

With the ability to form a functional barrier, Yeast Extract has been added to help guard skin against the harmful effects of free radical damage, such as dullness, dryness, and premature ageing. In doing so, it optimizes tone, boosts radiance, and promotes healthy skin.

Soothing Pink Rock Rose Extract has also been added to this upgraded formula to calm inflammation and improve firmness.

**Directions:** After cleansing, distribute a pea-sized amount between your fingertips and apply to your face, neck, and décolletage using upwards, circular motions to massage the product into skin.

**Active Ingredients:**

**NAC Y<sup>2</sup>™** – 111SKIN's proprietary complex designed to repair and protect skin by amplifying its antioxidant levels and improving elasticity. Now encapsulated for enhanced delivery and efficacy.

**Yeast Extract** – Forms a functional barrier to protect skin against pollution and other environmental aggressors that contribute to free radical damage.

**Pink Rock Rose Extract** – Organically grown in the Mediterranean desert, this extract is harnessed for skin care due to its anti-inflammatory and skin-smoothing properties. Helps to reduce the appearance of fine lines and firm skin.

Size: 50ml

-Ends-

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#### NOTES TO EDITORS

Surgically-precise skincare for visible results  
Created by Dr Yannis Alexandrides, 12,000 surgeries, 30 years of innovative skin science and counting

[www.111skin.com](http://www.111skin.com)

#111SKIN @111SKIN  
#SURGICALLYPRECISESKINCARE  
@DRYANNISOFFICIAL

#### ABOUT 111SKIN

This year marks 11 years since 111SKIN launched its surgically inspired, scientifically led products at Harrods, London. Founded by US and European board-certified Plastic Surgeon Dr Yannis Alexandrides, 111SKIN creates precision skin care backed by the most advanced medical skin science to elevate skin health for visible, targeted & empowering results.

Our products complement and are inspired by the dramatic results of Dr Yannis' Harley Street clinic's aesthetic treatments. Driven by Dr Yannis' medical expertise and his profound and intimate knowledge of the three-dimensional healing of the skin, we create non-invasive skincare solutions inspired by surgical practices. We continue to push the boundaries of science, ingredients, and technology to create advanced products that yield transformational results, so that our customers can experience total skin confidence.

CEO and Founder Eva Alexandridis spearheads the creative direction and brand's community, as well as its sustainability, empowerment, and philanthropic programmes.

#### FASHION & CULTURE

111SKIN are committed to the art of precision and tireless dedication to our craft. We therefore associate ourselves with a community of like-minded people and brands that value precision and dedication to the aesthetic and perfecting their craft. Makeup artists, fashion designers – those that hone their craft and select only the best products, materials, ingredients, and tools. We partner with them as professionals in their fields, as allies towards raising the bar in quality.

#### WELLNESS & HOLISTIC BEAUTY

Dr Yannis has long advised his clients about the benefits of great skin coming from looking after yourself holistically. 111CRYO is an extension of our brand – a demonstration of our brand philosophy. 111CRYO/HEAT is a holistic temperature and light treatment system that conditions the face & body for optimal wellness. The brand provides cryotherapy, thermotherapy and an LED light system for a bespoke biohacking experience. It is the modern way to elevate your health.

Further to this, Dr Yannis has developed pioneering spa concept, 111SKIN SPA/CLINIC. Now residing in over 70 luxury properties worldwide, 111SKIN's results-driven treatments are never too far from their clients. 111SPA/CLINIC is a revolutionary spa concept offering aesthetic performance face and body treatments combined with innovative technology in a multi-sensory spa environment. It is the ultimate luxury experience, elevated with medically inspired innovation and 111SKIN products. 111SKIN SPA/CLINIC was created by my need to bridge the gap between 111 HARLEY ST. and 111SKIN. The brand fuses both brands to deliver treatments that are as efficacious and they are luxurious, offering a selection of face and body experiences that address all skincare concerns.

#### PHILANTHROPY & SUSTAINABILITY

We are considered and put our energy and efforts into causes where we have experience, a right to speak, and can truly make a difference. Empowering others, just as we empower people through skin care. Investing in access to education and investing in advances in science and access to science for all. Committed to sustainable practices reflecting our commitment always to respecting people and the world we live in.

Passionate about empowering women, 111SKIN is proud to have a female CEO, female COO and many females in leadership – enforcing this ethos throughout the business. This comes through our behavior and the causes

we support such as mentorship schemes, Women for Women.

We have also been awarded with the Butterfly Mark by Positive Luxury, underlining our efforts towards becoming more sustainable.