

## Natural Anti-ageing by Night – by up to 92 Percent

The new formulation of **Avocado Pear Nourishing Night Cream**, which has just been launched, is clinically shown\* to enhance the production of collagen that gives skin strength and elasticity.

The high-performance night treatment with selected premium plant oils and antioxidants stimulates synthesis of collagen production in human fibroblast skin cells by up to an impressive 92 percent.

Designed to deeply hydrate your skin while you sleep, the rich avocado oil based botanical night cream with exotic aromatics of sandalwood and ylang ylang restores life to skin overnight.

It contains healing marigold to help bring a truly ageless visage, and Vinanza Grape® which helps neutralize the free radical damage that can lead to premature ageing. This revolutionary ingredient, used for the first time in the world in skincare by Antipodes®, is a potent antioxidant extract from Marlborough Sauvignon Blanc grape seeds.

The clinical results prove the anecdotal feedback from women about the skin-enhancing properties of the new formulation. They report textural improvements, improved hydration and reduced appearance of wrinkles at an epidermal level.

The independent laboratory Trinity Bioactives Ltd used blind study clinical testing to examine the production of collagen on human skin fibroblasts in culture. This third-party laboratory in-vitro analysis is more sophisticated and less subjective testing than that used by other beauty brands.

The impressive results showed that type I synthesis of collagen was stimulated by 92 percent, just 48 hours later. Once applied, the rich cream is absorbed into the dermal layer, which contains the fibroblast cells. Because it takes at least 24 to 48 hours to activate collagen synthesis, the best results come from using Avocado Pear Nourishing Night Cream cumulatively.

Apply at sunset by caressing into the face, neck and cleavage after cleansing and toning. It should be used night after night for ultimate revitalization, and is suitable for most skin types.

Clinical results for other Antipodes® products were: **Kiwi Seed Eye Cream** – clinically shown to stimulate synthesis of collagen product in human skin cells by up to 82 percent; **Hosanna Intense Hydrating Serum** – clinically shown to stimulate synthesis of collagen product in human skin cells by up to 72 percent; **Rejoice Light Facial Day Cream** – clinically shown to stimulate synthesis of collagen product in human skin cells by up to 59 percent; and **Divine Face Oil** – clinically shown to stimulate synthesis of collagen product in human skin cells by up to 51 percent.

**\* Trinity Bioactives: *Investigation into the Effects of Antipodes Products on the Production of Collagen by Human Skin Fibroblasts in Culture, 2009***

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**Notes to Editors:**

For more information, visit [www.antipodesuk.com](http://www.antipodesuk.com).