



Tip of the Month

A Monthly Guide for the Epionce Professional: Practical Tips and Application
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Clinically Proven Results: Epionce vs. Gold Standard Anti-Aging Prescription

In a double-blind controlled clinical study, Epionce Renewal Facial Cream and Lytic Tx provided superior anti-aging results against prescription emollient tretinoin 0.05% + lactic acid moisturizer — without irritation reactions or thinning of skin, a common side effect of other skin care products.



Skin Barrier Repair

The skin barrier plays an important role in your body by acting as a layer of protection from harmful environmental factors and holds moisture necessary for a healthy, functioning body. Epionce Renewals are formulated to stop chronic inflammation and repair the skin barrier damaged by pollution, sun exposure, poor diet and more. With research linking a damaged skin barrier to signs of aging, repairing and maintaining the health of the skin barrier is important to achieving beautiful, healthy skin.



Renewal Facial Products

Multi-Tasking Treatment Moisturizers

The Epionce philosophy is based on years of skin research that has proven to be the driving force behind skin disease and skin aging — chronic inflammation and a damaged skin barrier. This groundbreaking research by Epionce founder and CEO, Dr. Carl Thornfeldt, was the inspiration for the formula in Renewal Facial Cream — the flagship product in the Epionce line, and one of three Renewal Facial products. In clinical studies, Renewal-based regimens were proven equal to prescription emollient tretinoin 0.05% + lactic acid moisturizer for anti-aging results.

More than just a lotion, Renewal Facial products are powerful multi-tasking treatment moisturizers. They are key to repair the skin barrier and block damaging inflammation in order to slow skin aging and provide skin with the right amount of hydration it needs for optimal skin health. A Renewal Facial product for your patient is the best place to start when recommending a daily skin care regimen.

How Renewal Facial Products Help:

- *Stop inflammation and repair damage*
- *Target fine lines and wrinkles*
- *Stimulate collagen and elastin synthesis*
- *Adjust barrier lipids to 3:1:1 ratio to trigger the healing process*
- *Reduce redness and improves skin tone*
- *Help relieve side effects caused by topical prescription products*
- *Provide a youthful, healthy glow*
- *Non-comedogenic, paraben-free and fragrance-free*

Renewal Facial Products

The Epionce Difference

It's not enough for a product to say ingredients are "active," or to formulate a product with large amounts of any ingredient for better results. It's about optimal levels of the ingredient that remains stable within the skin once they have been mixed into a cosmetic formulation. The unique Epionce delivery system ensures therapeutic ingredients reach the skin cells without damaging the skin barrier, which allows Epionce to be so effective in the skin.

Key Ingredients



- **Hyaluronic Acid** has anti-inflammatory properties and helps the skin retain essential moisture levels



- **Meadowfoam Extract** provides anti-inflammatory and barrier repair properties as well as produces firming in the skin



- **Safflower Extract** is barrier-repairing and helps maintain moisture in the skin



- **Apple Fruit Extract** is rich in antioxidants to protect against damage caused by free radicals



- **Date Fruit Extract** has been shown to improve fine lines and wrinkles and stimulates collagen and elastin synthesis



- **Flax Extract** stimulates glycosaminoglycans (GAGs), important for supporting collagen and elastin, and has anti-inflammatory and skin firming benefits

Pioneering Skin Care

Epionce Renewal Facial Cream was the first cholesterol-dominant barrier repairing product on the market.

Choosing the Right Renewal

Help guide your patient to the right Renewal Facial product for their skin with a brief consultation.

Renewal Facial Cream



- For dry/sensitive skin
- A rich cream for extra hydration
- Repairs and calms dry, irritated skin
- Can be an alternative to Renewal Facial Lotion in winter for added moisture

Renewal Facial Lotion



- For normal/combination skin
- Great for most skin types
- Lighter consistency is emollient without feeling heavy
- An alternative to Renewal Lite Facial Lotion in the winter months or Renewal Facial Cream in the summer months

Renewal Lite Facial Lotion



- For oily/problem skin
- Lightest hydration formula
- Ideal for warmer climates and weather
- Can be an alternative to Renewal Facial Lotion in the summer months

Renewal Facial Products and Other Lines

Epionce products are a great complement to other product lines. Utilizing a Renewal Facial product with retinoids or hydroquinone products help to mitigate irritation reactions, strengthen the skin barrier, and prevent and stop inflammation.

- Topical retinoids: Apply Epionce Renewal Facial Cream 15-30 minutes before or after application of a retinoid treatment product
- Hydroquinone-based products: Incorporate a Renewal Facial product for skin type
- Prescription Isotretinoin: Incorporate Renewal Facial Cream (or Medical Barrier Cream or Renewal Calming Cream depending on severity of reaction)

Renewal Facial Products



Client: What's the difference between the Renewal Facial products?

Epionce Professional: The main difference between each Renewal Facial product is the amount of hydration found in each. The more emollient, the more hydration the skin will receive. The same anti-aging, barrier-repairing and anti-inflammatory properties are found in each Renewal Facial product, but it's important to choose the right one for your skin type so you don't feel either weighted down by product or dry because the formula is too light.

Client: I have oily skin, I'm afraid to use a moisturizer.

Epionce Professional: Overproduction of oil is often a sign the skin is overcompensating due to a damaged skin barrier. The best thing you can do is to help stop that cycle of the skin trying to repair itself by using an Epionce Renewal facial product. This will allow the natural healing process to occur in the skin. All Epionce products are non-comedogenic – which means they do not contain ingredients that clog pores and cause you to breakout or produce more oil. We can also add Epionce Purifying Toner and Lytic Plus Tx to help clean pores of excess oil and control shine.

Client: What's the most important thing I can do if I'm worried about skin aging?

Epionce Professional: Start using an Epionce Renewal Facial product today! This will help strengthen your skin barrier and stop inflammation in the skin. Renewals also help improve the appearance of dark spots and even out skin tone. They are truly a multi-tasking treatment moisturizer because they have so many skin benefits.

Client: If I can purchase only one Epionce product, which one should I use?

Epionce Professional: The first product I would recommend is an Epionce Renewal Facial product for your skin type. This should be the foundation of your regimen because it works to repair your skin barrier and stop chronic inflammation that leads to skin aging and damage. And a Renewal-based regimen is clinically proven to provide the same anti-aging benefits as prescription tretinoin. Renewal Facial products help your skin function optimally and provide a good foundation for other products in the Epionce line.

Client: During the winter I like a heavier moisturizer. Can I switch my Renewal Facial product?

Epionce Professional: Yes! As the weather gets colder and humidity decreases, you might want to use a more hydrating formula. You can switch to something heavier like Renewal Facial Cream, and in the spring go back to a lighter formula.

Client: Why don't Renewal Facial products contain sunscreen? Can I mix my sunscreen when I apply my Renewal?

Epionce Professional: Renewal Facial products are formulated to penetrate the epidermis and deliver ingredients therapeutically to targeted skin cells. Sunscreens work best when they sit on the outer layer of the skin to form a barrier between UV rays and the skin. They need to be formulated separately for both products to work effectively. I don't recommend mixing them and then applying because you will negate the efficacy of both. The ideal morning regimen would include cleansing, then applying a Renewal Facial product followed by your sunscreen.

Renewal Facial Products



Epionce Quick Quiz

1. What primary Epionce product should be recommended to your clients?
2. What is the main difference between Renewal Facial products?
3. Epionce Renewal Facial products are powerful _____ moisturizers because they provide moisture along with powerful barrier-repairing and anti-aging benefits.

Answers:
1. Renewal Facial product for skin type
2. The emolliency or hydration
4. Treatment

What's New

Upcoming Epionce Events

- **December 4-7** — Cosmetic Surgery Forum, Nashville, Tennessee
- **December 13-15** — The American Academy of Anti-Aging Medicine, Las Vegas, Nevada

Be Sure To Follow Us!

Follow our social media channels (Instagram, Facebook, YouTube and Twitter) for beneficial content. Like and share our posts to help grow your business and to educate, and excite your patients for the results they will receive with Epionce!

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