

renaissance®
reviving unique skin

BY

Placécol®
THE SCIENCE OF BEAUTY

PRESS RELEASE

Renaissance®

PLACÉCOL RENAISSANCE® SKIN CARE FOR THE UNIQUE NEEDS OF WOMEN WITH SKIN OF COLOUR formulated and developed in South Africa

The *Placécol Renaissance®* skin care range opens up a new world of skin care for women with skin of colour. **Formulated and manufactured in South Africa**, The *Placécol Renaissance®* skin care range was developed to address the unique beauty and skin care needs of women with skin of colour. Skin of colour ranges from olive toned to chocolate and demands a very different approach to daily skin care than the fair or very light-skinned Caucasian counterparts.

WHAT DETERMINES DEPTH IN SKIN COLOUR?

Skin colour is determined by the amount and type of the pigment melanin in the skin. Melanin comes in two types: pheomelanin (red to yellow) and eumelanin (dark brown to black). Both amount and type are determined by 4-6 genes, which operate under incomplete dominance. One copy of each of those genes is inherited from the father and one from the mother. Each gene comes in several alleles, resulting in a great variety of different skin colours. Although dark skin protects against skin cancer, it is surprising to learn that very dark skin can burn and even be affected by skin cancer. Light-skinned persons have about a tenfold greater risk of dying from skin cancer under equal sun conditions. Furthermore, dark skin prevents UV-A radiation from destroying the essential B vitamin folate, which is needed for the synthesis of DNA in dividing cells.

Studies have however revealed that trans-epidermal water loss (TEWL) is greater in ethnic skin than in Caucasian skin and that the pH of ethnic skin is lower. ***It should therefore become common knowledge that skincare products for ethnic skin must be specifically designed and not simply be modeled on those for Caucasian skin.***

The **primary concerns** driving the development of products for women with skin of colour are: Oiliness; Adult acne; Dryness; and Hyper pigmentation.

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Hyper pigmentation has various causes, such as sun exposure, hormonal changes and scars from skin irritations. It can be avoided by minimizing sun exposure and the daily use of a broad spectrum sunscreen. Exfoliation treatments are recommended as it aids in bringing new skin to the surface. **Oiliness** in skin of colour is more noticeable due to the contrast between the light coloured oil and the dark skin. Blackheads, white heads and cysts are all symptoms of adult **acne**, which is a common problem for skin of colour and unfortunately some people are genetically predisposed to the condition, but it can be caused by hormonal changes. Extreme skin dryness is commonly experienced in the winter months that leaves the skin dry and flaking with discoloration. Skin of colour is found to have better barrier function and more elasticity than Caucasian skin. The stratum corneum of skin of colour has more layers and is better hydrated than Caucasian skin.

Being richer in fats, it secretes a greater quantity of sebum, which offers more protection. It also has a higher quantity of lipids, making the skin tighter and more compact. Skin of colour is less prone to dehydration and has a much better heat tolerance than Caucasian skin, which leads to the misconception that it needs less protection from harmful UV rays.

THE PRODUCT

The *Placécol Renaissance®* skin care range has been developed in South Africa and addresses the unique needs of the many women with skin of colour in our country and in the United States. The range consists of products featuring a combination of ground breaking ingredients.

Products in the range are:

1. Placécol Renaissance® ShineControl Gel with Sesame Seed extract
2. Placécol Renaissance® SkinClearing Gel with Acnacidol®
3. Placécol Renaissance® VitaLite C Restoring Serum with Liposoms Vitamin C
4. Placécol Renaissance® CleanStart Facial Wash
5. Placécol Renaissance® Radiance Toner with Rhodiomax™
6. Placécol Renaissance® DualAction Exfoliator with Micro-Sponges
7. Placécol Renaissance® Restoring Night Cream With Rhodiomax™)



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**Placécol Renaissance® ShineControl Gel
with Sesame seed extract**

A non-oily treatment product designed to combat problems associated with problem skin. Regular use of this product will help clarify the skin, normalise oil production and improve overall appearance, texture and tone. The product regulates oil production, especially in the T-zone area of greasy problem skin types, and further normalises the production of oil on the skin.

Placécol Renaissance® SkinClearing Gel

With Acnacidol®

A specially formulated treatment product, containing a unique blend of materials as well as a **Patented Acnacidol R (patented sebum-regulator)** that combats problem skin. Regular use of this product will clarify the skin, reduce oiliness and improve texture and tone. The product contains highly active liposome dispersion purified from wheat germs that reduces the trans epidermal water loss and maintains the physical flexibility of the skin. The product contains phospholipids and glycolipids which are essential for the restructuring of the lipid layers of the horny skin, making the skin smooth to the touch. **Patented Acnacidol R** reduces the sebum synthesis in the skin that leads to an improvement in skin appearance. The activity of the bacteria responsible for problem skin is also inhibited.

Placécol Renaissance® VitaLife C Restoring Serum With Liposome Vitamin C

An intensive serum especially formulated to assist the stimulation of cell respiration. Liposome bound vitamin C is effectively transported into the skin where it serves as a radical scavenger and helps to activate collagen synthesis. Allantoin has a soothing action on the skin and assist in the increasing of moisture retention that help provides a smoothing effect to the skin. Regular use imparts in overall reduction of roughness and fine wrinkles, while leaving it feeling soft, supple and silky smooth. Lysates activate the tissue regeneration through a significant stimulation of cell respiration.

Placécol Renaissance® CleanStart Facial Wash

An effective foaming cleanser containing Allantoin and Triclosan as skin protectors, providing a soothing effect to the skin. Mild cleaning materials will leave your skin feeling clean and silky soft. This non-drying formula contains protective lipids and silicones, mild enough for every day use. .../more

**Placécol Renaissance® Radiance Toner
With Rhodiomax™**

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A gentle, alcohol-free toner containing Rhodiola extract, a powerful protective and energizing concentrate those results in healthy and radiant skin full of vitality. It helps to protect cells from free radical aggression and recharges cells with energy. Panthenol helps to refine, soothe and moisturize the skin. The natural balance of the skin will be restored for optimum anti-dull complexion.

**Placécol Renaissance® Restoring Night Cream
with Rhodiomax™**

This rich night cream contains Rhodiola extract, which helps protects cells from free radical aggression and recharge cells with energy, Mongongo Nut oil, Kalahari Melon extract and peptides to nourish the skin and help reduce the visible signs of skin aging. Formulated with efficacy booster materials, to ensure optimal results, this special blend of active skin care ingredients help to revitalize the skin, refining its appearance and improving texture and tone. The **powerful protective** and energizing Rhodiola concentrate results in healthy and radiant skin full of vitality. New technology peptides assist in the treatment of fine lines and wrinkles and support the forming of collagen. The result is smooth, soft, velvety skin, with a radiant and translucent glow.

Placécol Renaissance® DualAction Exfoliator with Micro-Sponges

This gentle exfoliating scrub provides a gentle alternative to alpha hydroxy acids by eliminating dead cells to reveal younger healthier looking skin. Regular use will smooth the skin's surface and promote cell renewal. The product contains an active ingredient obtained by biotechnology - a protease selected for its activity and stability - which is obtained by fermentation of a micro organism, Bacillus Subtilis. The proteolytic activity has been shown in the efficacy in vitro and in vivo tests. The keratolytic action of this material obtains the same result as AHA's but avoids the irritation and high dryness problems.

It works by action of digesting the dead corneocytes, the cell cohesion of the squamous cells is broken, and the skin can renew itself more rapidly. The product contains mild skin polishing materials, or soft round "micro-sponges", providing gentle cleansing, leaving skin soft and smooth. Their mild nature means they are particularly suitable for sensitive skin.

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About Placécol LTD and Placécol Corporation USA

The origins of Placécol date back twelve years in South Africa. Since its inception, the company has formulated ground-breaking products using unique ingredients, indigenous African extracts, and patented ingredients in the creation of the most innovative products for skin and body health. Over the years, the company expanded its offering of special treatments to include the introduction of **Photo Bio-Stimulation Facial Therapies** to provide clients with a unique treatment with immediate visible improvement. Today, Placécol LTD is a public company on the South African exchange and has over 60 Placécol Beauty Centers under operation.

Placécol Corporation USA was launched in partnership with female American business and industry executive, Heather Elrod, to begin accelerated distribution of Placécol products and our Photo Bio-Stimulation Facials within the United States. Placécol owns and operates our own **Placécol Aesthetics Institute** in South Africa which enrolls 200 students. The Placécol Institute is a two-year, internationally-recognized and well-respected curriculum that entitles our therapists to international accreditation.

Press Release Ends
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