



 **ROYAL CELLS™**

**VITALITY
NIGHT CREAM**

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ROYAL CELLS Vitality Night Creams are moisturising and regenerating creams, containing **ROE EXTRACT**, Jojoba Oil, Shea Butter and Silk Proteins. It is an innovative skin care product, based on the research of MD Pier Mario Biava on cellular growth and differentiation factors, which support the metabolism of epithelial cells, contributing to the natural process of skin regeneration and renewal.

The unique formula of the **ROYAL CELLS** creams contains a high concentration of natural ingredients, it is free from parabens, silicones, colourants and mineral oils and therefore particularly effective for dry, sensitive, as well as mature skin

Apply in the evening on the face, neck and décolleté.

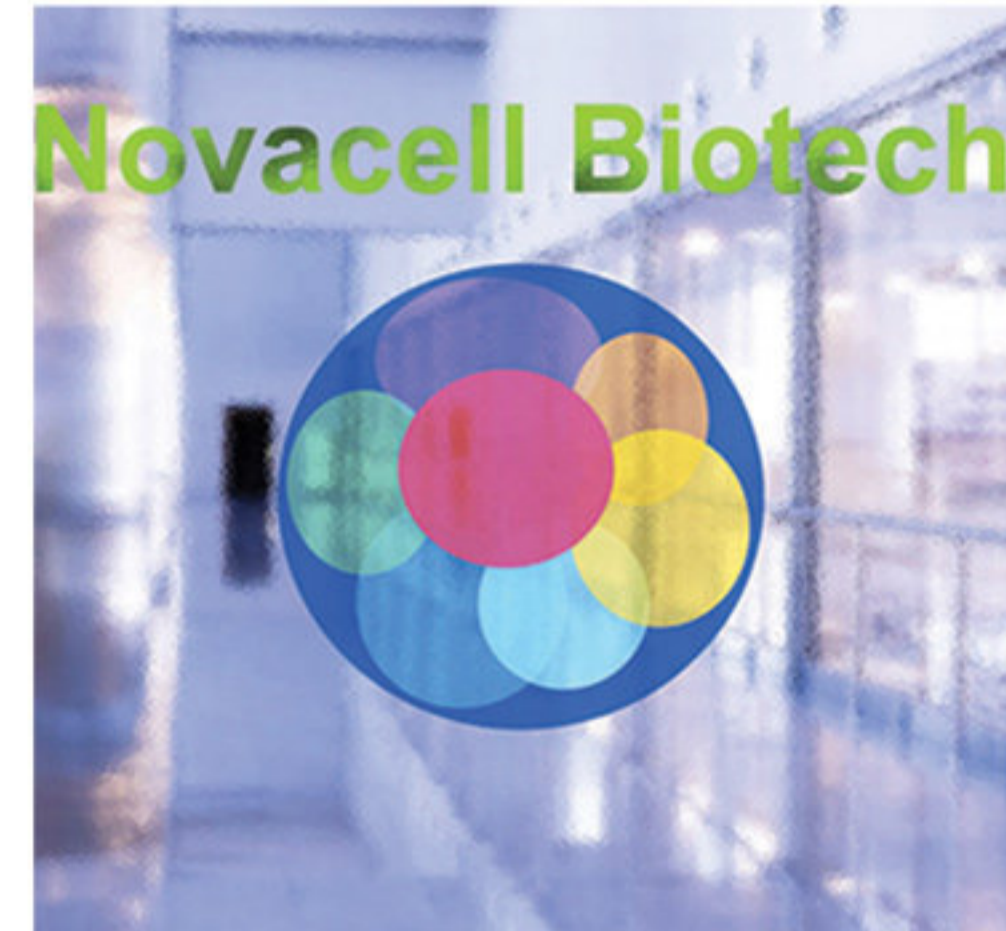
Dermatologically tested – For external use only

MD Pier Mario Biava on Growth and Differentiation Factors:

"GROWTH AND DIFFERENTIATION FACTORS have a significant biological activity, which is essential in maintaining the cellular health. Some proteins are important for the life of mitochondria, others have the function of regulating cell cycle, immune response and so on. Therefore, the biological molecules of **ROE EXTRACT** are essential to keep in optimal health conditions the cells in our bodies and revitalize the tissues minimizing the phenomena of aging."



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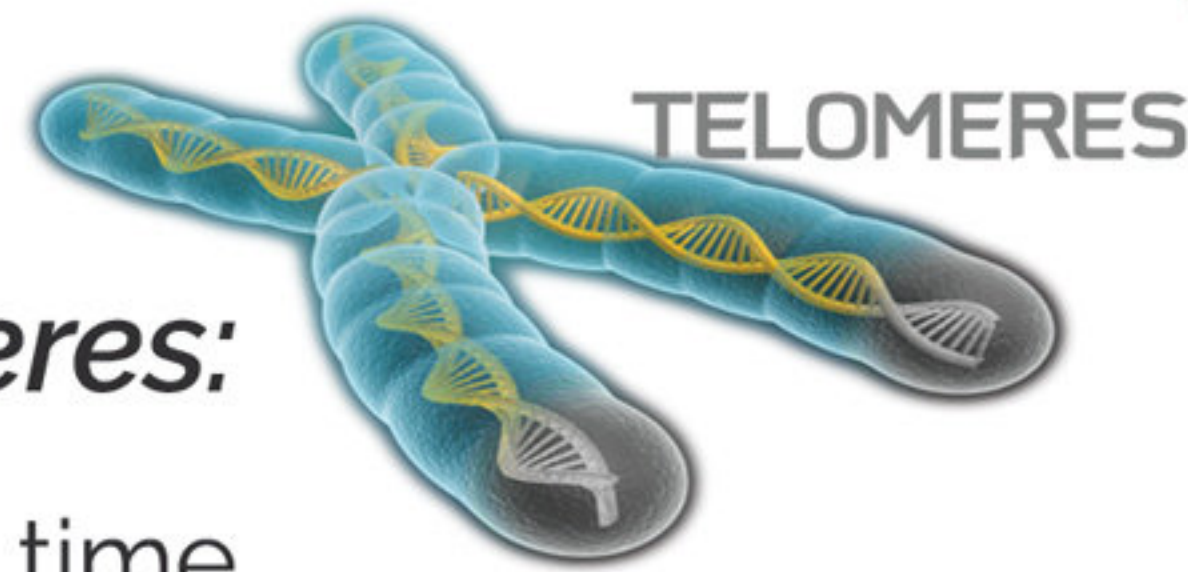
ROE EXTRACT

ROE EXTRACT, which constitutes one of the fundamental components of ROYAL CELLS Vitality, is an extract of Zebrafish eggs (ROE), constituted by 99% from proteins and from 1% by nucleic acids. The Zebrafish has been chosen by MD Pier Mario Biava since its **GROWTH** and **DIFFERENTIATION FACTORS** are known in great detail.

The analysis of the proteins, made by means of electrophoresis on polyacrylamide gel in order to standardize the product, has highlighted various fractions of different molecular weight comprised between 15 and 95 kDaltons. Analysis conducted with very sophisticated and accurate methods, such as mass spectrometry, has allowed the identification of the different types of the various proteins present in the ROE extract.

The Key To Success

MD Pier Mario Biava and his team of scientists showed that GROWTH and DIFFERENTIATION Factors increase the lifespan of cells impeding the cut of telomeres and contribute to the synthesis of proteins which arrest the cells ageing.



MD Pier Mario Biava on Telomeres:

“Telomeres become shorter every time cells divide. When the telomere becomes too short, the chromosome reaches a critical length and can no longer replicate. This means that a cell becomes old and dies.

However GROWTH and DIFFERENTIATION Factors may represent a very effective tool to promote the antagonists of cell senescence in a physiological way. The result is a healthier Cell and potentially a reversal of the aging process.”

ROYAL CELLS VITALITY

CONTAINS COMPONENTS THAT CONTRIBUTE TO:

SKIN REGENERATION:

- ROE EXTRACT
- Trace Elements

SKIN PROTECTION and TONIFICATION:

- Rhodiola rosea
- Ginseng
- Guarana
- Theobroma cacao
- Hops extract

MOISTURIZATION:

- Silk Proteins
- Jojoba Oil
- Shea Butter
- Primrose Oil
- Olus Oil



Novacell
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NOVACELL research laboratories are at the forefront of ground breaking science on how we age. Scientific innovation has established Novacell as a leader in the nutritional and personal care industries. Our proprietary product formulations and technologies enable us to set new industry standards with real solutions that exhibit demonstrable results. MD Pier Mario Biava demonstrates our commitment to research and development by collaborating with multiple leading research institutions. These collaborative relationships help us develop next-generation skin care and nutritional products with an enhanced understanding of aging.



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