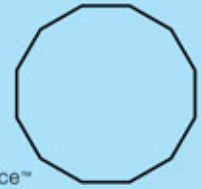


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Progressive Skin Science™

FOR IMMEDIATE RELEASE

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Necks and Chests Require Special Care: BENEV Tips for Treating These Special Areas

Mission Viejo, CA—Excellent solutions and tools have been perfected for facial rejuvenation, but protocols for the neck and chest areas tend to be challenging because the skin in these areas is physiologically different than the skin of the face. Neck and chest rejuvenation often becomes necessary for people who have undergone facial peels or laser resurfacing, which leads to mismatched coloration. As the skin ages and suffers sun damage, pronounced blotchiness, telangiectasia (spider veins), and pokiloderma (white areas related to loss of elasticity) are common on the neck and chest. BENEV Company Inc., an FDA-registered manufacturer of physician-dispensed skin care, offers the following guidelines to consider when treating the neck and chest, based on the extensive experience of BENEV clinical estheticians.

Histology: When the skin re-epithelializes after a facial peel, it does so by the proliferation of epithelial cells from pilosebaceous units (hair follicles and sebaceous glands). There are thirty times as many pilosebaceous units on the face as there are on the neck and chest. Also, the stratum corneum is thinner on the neck and chest. Due to these histological factors, superficial peeling or other very controlled mild wounding over a course of time give the best possible rejuvenation results for the neck and chest.

Recommended Treatments

Low-strength **trichloroacetic acid** (TCA) peeling will help blend coloration and reduce pigmentation issues so that the face doesn't look strikingly lighter than the neck and chest. A TCA peel series will also enhance collagen formation and improve the moisture barrier function. **BENEV® 10% TCA Peel Solution** is a premium formula for consistent results.

Once improvement to the moisture barrier function takes place, topical solutions become much more effective as the skin is better able to absorb larger, concentrated ingredients. At this point, solutions with Ubiquinone (aka CoEnzyme Q10) and DMAE are an excellent choice for daily home care to fight free radical and DNA damage and help the skin become more firm, smooth, and even-toned. BENEV recommends **BENEV® Redoxa® Cream**, with CoEnzyme Q10, DMAE, and vitamins C and E, to help improve the appearance of the neck and chest areas.

Bleaching creams can be used on the neck and chest, but many are not tolerable on the thin, sensitive skin of the neck and chest. Usually, alternatives are a better option. Phyllanthus emblica fruit extract, which has been clinically shown to reduce the appearance of hyperpigmentation, is a safe, effective alternative to hydroquinone for applying to areas of hyperpigmentation. BENEV recommends **BENEV® Emlite® Cream**, a gentle, pregnancy-safe formula with phyllanthus emblica fruit extract.

Although deeper thermal wounding is not recommended for the neck and chest, IPL is effective for targeting environmental aging, particularly for reducing telangiectasia.

Injectables work best for treating the platysmal band and vertical neck lines, which are a common effect of chronological aging.

When the aging neck and chest has considerable environmental damage, with conditions such as telangiectasia, platysmal band, vertical neck lines, actinic keratosis, and pigmentation problems, a treatment series incorporating low-strength TCA peels, injectables, and IPL can be very effective.

After any or all of these procedure options, BENEV recommends the use of the **BENEV® Aftercare Kit** to help safeguard treatment results and keep the skin hydrated during recovery.

About BENEV Company, Inc.

BENEV is committed to serving medical skin care professionals around the world by developing scientifically advanced, effective solutions that promote optimum skin health. All BENEV products are developed in our FDA-registered drug manufacturing facility with stringent quality control to ensure safety, stability, and efficacy. Available only through physicians. For more information, call 1-888-43-BENEV or go to www.BENEV.com.