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One Brand

One Philosophy

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PQAge Med

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PQAge Med



PQAge Med is the new peeling solution born from thorough Promoitalia research to meet the needs of a market continuously in search of minimally invasive procedures.

An innovative, safe and easy to apply peeling product.

PQAge Med

The newest frontier of nonaggressive tissue regeneration

A new peeling formulation conceived by Promoitalia for :

- atraumatic biorevitalization*
- tissue regeneration*
- the removal of skin blemishes*
- the treatment of sensitive and delicate skin*



PQage guarantees an immediate lifting and firming effect

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PQAge Med: What is it?

PQAge Med is a mixture of **trichloroacetic acid** stabilized in a defined quantity of **Urea peroxide**, able to stimulate a strong regenerating action on the deepest layers of the dermis in an extremely gentle and comfortable manner for the dermis.

PQAge Med is registered as a medical device.



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PQAge Med

The exclusive mixture of components renders **PQage** an extremely efficient peeling, absolutely **nonaggressive**, allowing its use all year long.

“PQAge Med, the peeling usable all year round”



Limits and complications of peels

The use of **single acids** or in a mixture is a well-established practice with a sure effect, however, they present several issues related to the choice of the patient and to post-treatment effects:

- invalidating irritation post-application
- excessive desquamation
- treatments realizable only during cold seasons
- appearance of discolorations
- unsatisfying or poor results

PQAge Med revolutionizes the way of realizing peels, guaranteeing a deep stimulation while respecting skin.

PQAge Med: components

Trichloroacetic Acid (TCA) in a concentration between 30 - 35%

- Urea Peroxide ($\text{CH}_6\text{N}_2\text{O}_3$) in a concentration between 2 - 5%

- Coenzyme Q10 (Co Q10) in a concentration between 1 - 5%

- Kojic Acid in a concentration between 5 - 10%



PQAge Med: components

Trichloroacetic Acid is a product already known in aesthetic medicine.

Discovered in the early 20s it is widely used as an exfoliating agent capable of inducing a powerful epidermal desquamation and an intense stimulation of the dermis, in particular of fibroblasts and collagen.

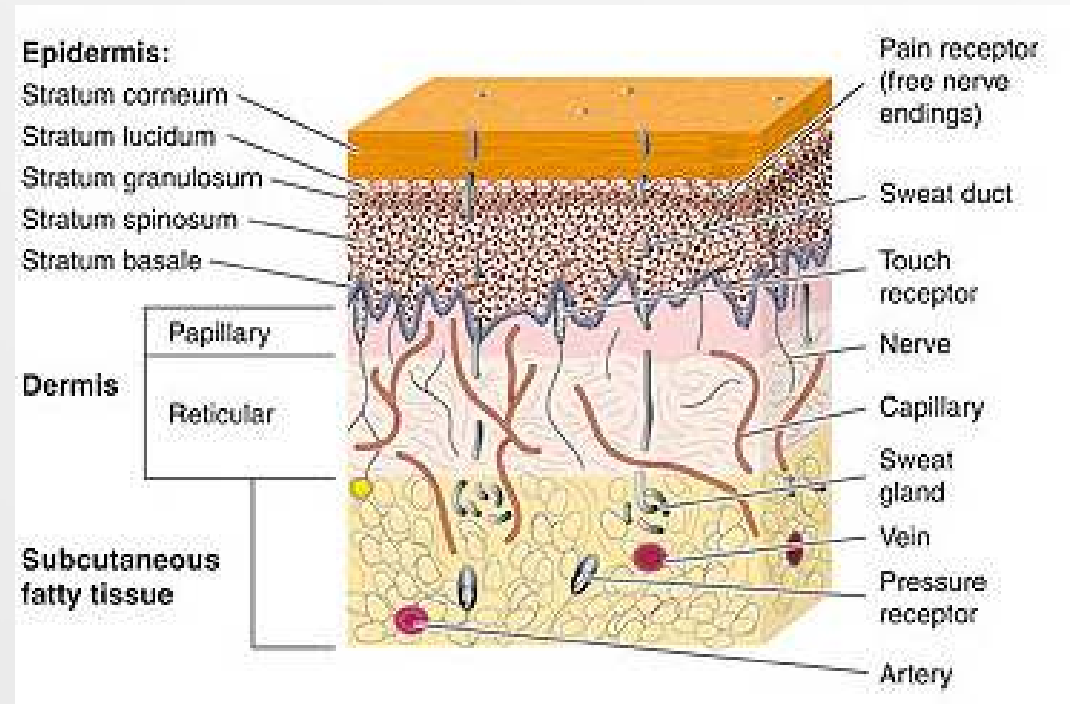
Depending on the concentration of the mixture used, the solution may have a more or less intense effect.

For concentrations between 15 and 25%, the TCA solution produces a superficial coagulation of the proteins and a mild epithelial detachment (mild superficial peeling).

For concentrations between 25 and 35%, the TCA solution produces a complete dermal exfoliation (mild peeling).

For concentrations above 35%, necrosis of epidermal proteins and inflammatory infiltrate in the dermis will occur (mild deep peeling).

Layers of the skin



PQAge Med: components

Urea peroxide is a molecule composed of equal amounts of hydrogen peroxide and urea. This compound is a solid white crystalline, which, dissolved in water, releases hydrogen peroxide. It is often called carbamide peroxide and is used as a source of hydrogen peroxide with whitening and disinfecting effects.

Hydrogen peroxide released by **Urea peroxide** is a slightly viscous colorless liquid which tends to easily decompose in free, gaseous oxygen and in water according to its dynamic balance:



In an acid environment, its oxidizing action is favored according to its reaction:



PQAge Med: components

Coenzyme Q10

Coenzyme Q10, or ubiquinone, is a key element for the proper functioning of the mitochondria, an intracellular organ that functions as a power plant.

Favoring the production of ATP in the presence of oxygen, coenzyme Q10 is essential to maintain good physical efficiency.

**The concentration of coenzyme Q10
tends to decrease as years go by**

PQAge Med: components

Kojic acid is a substance known for its extraordinary whitening virtues. The mechanism of action of kojic acid is quite complex: the substance acts by inhibiting the biosynthesis of melanin, the main pigment that defines skin color.

In addition to the known depigmenting properties, kojic acid also has antioxidant, antibacterial and antifungal properties.

Kojic acid is often formulated in combination with exfoliating substances. The combination of whitening molecules with exfoliating substances, acting in synergy, effectively promotes the elimination of corneal surface cells – richer than melanin and responsible for the dark spots on skin - while encouraging the cell turnover.

PQAge Med: synergy

Thanks to the particular combination of TCA and urea peroxide, the mixture does not create damage at the level of the epidermis.

The complex which is obtained by the reaction between TCA and PU drastically reduces the acid strength of TCA. For this reason, the epidermal cells remain almost unchanged (the maximum reaction that may be obtained at this level is a furfuraceous exfoliation).

TCA is only released when the complex reaches the dermis, thus exerting its denaturant function.

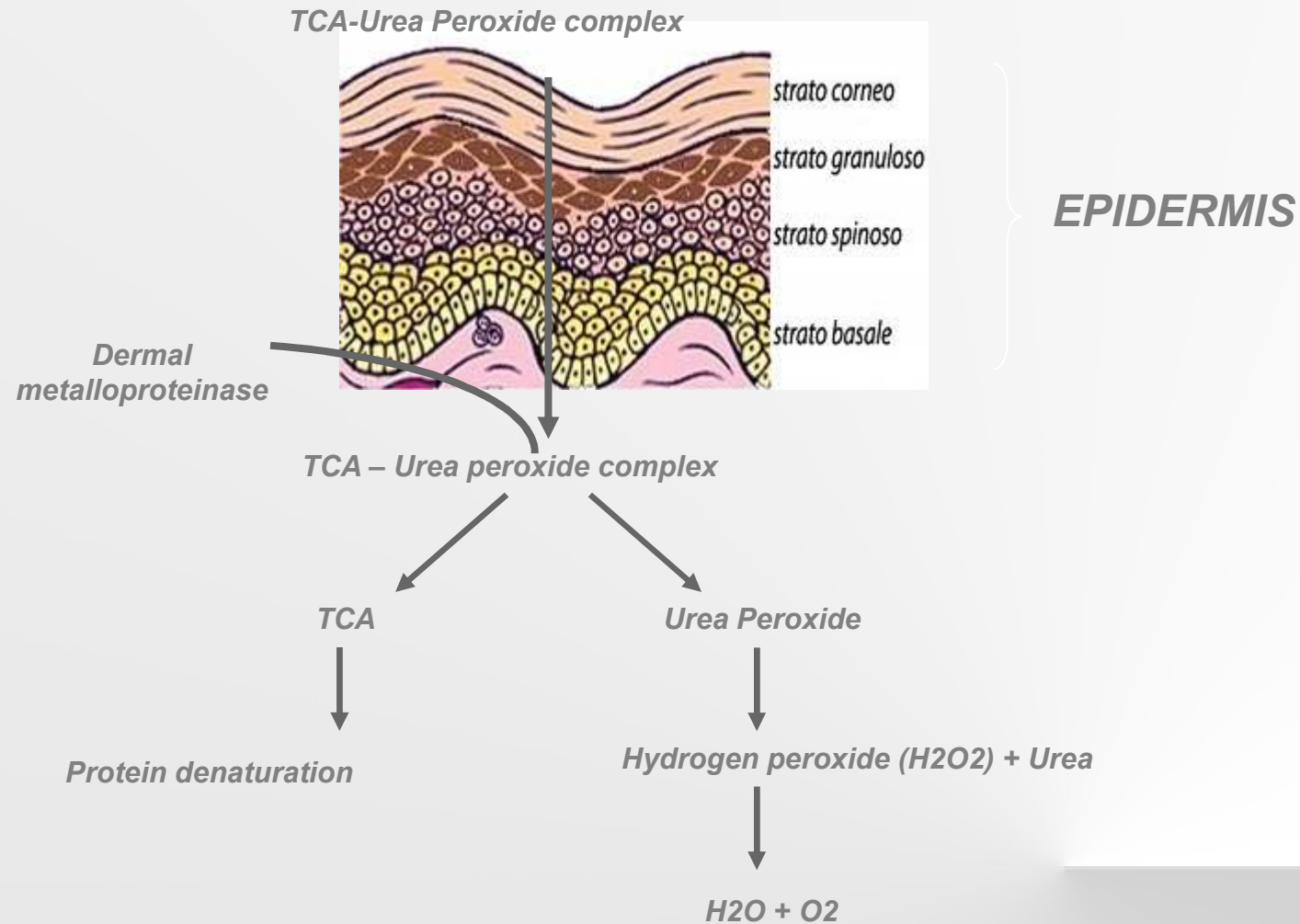


PQAge Med: components

The combination of these substances determines an extremely **useful** and **powerful** mixture able to:

- increase the permeability of trichloroacetic acid through the cellular membrane
- denaturize the proteins of the dermis in a targeted and fast manner
- increase the oxidation effect of hydrogen peroxide released by **urea peroxide** conferring a temporarily strong whitening action to the mixture
- realize direct oxidation of the membrane proteins and of the dermal proteins
- perform a quick and safe treatment.

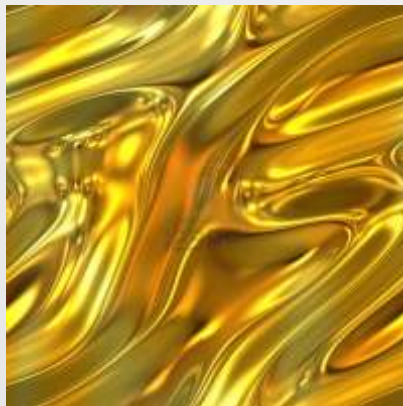
PQAge Med: mechanism of action



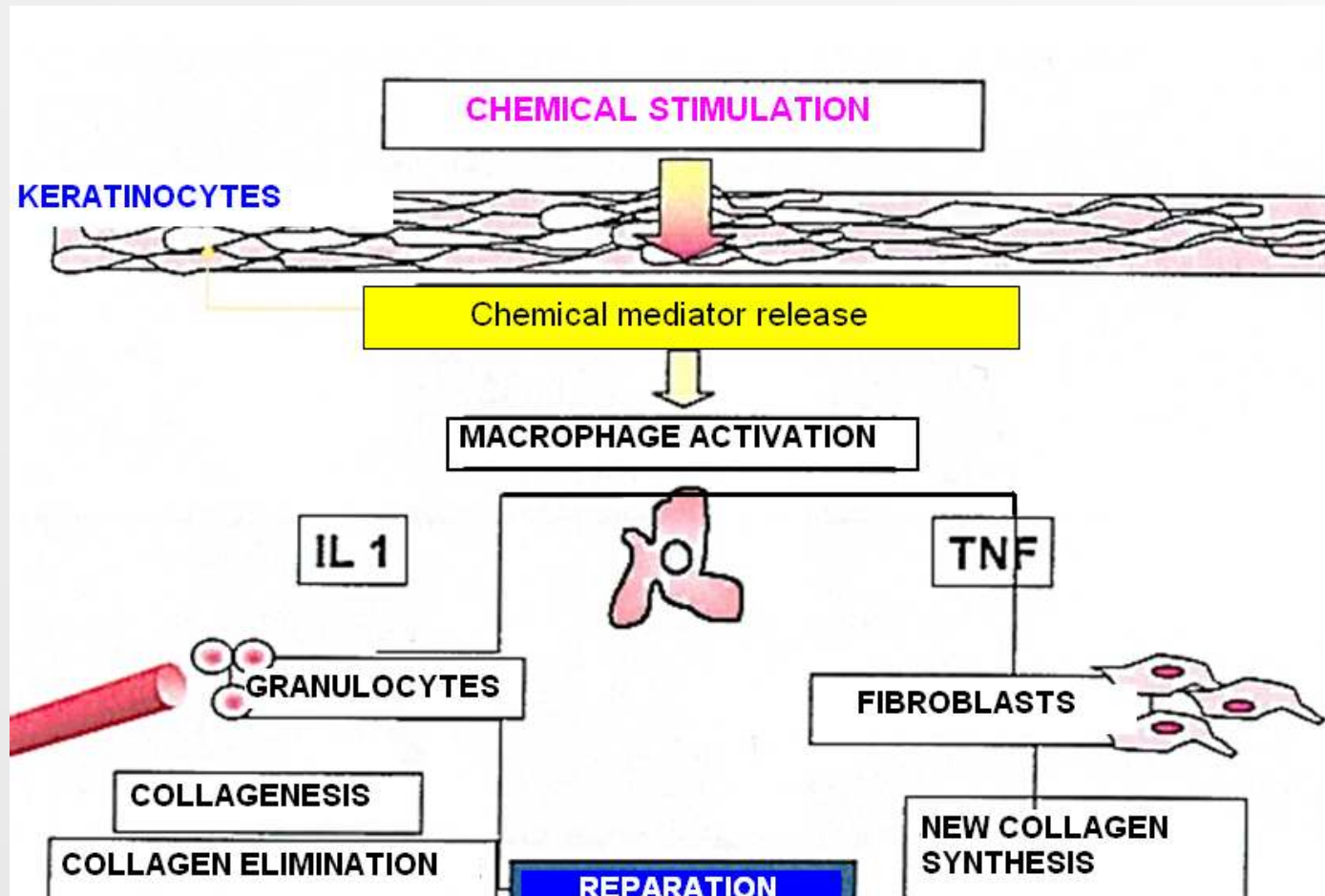
PQAge Med: mixture

As a result we will have:

- ⦿ a powerful lifting action
- ⦿ a plasticizing action
- ⦿ possibility to treat the patient all year round
- ⦿ the possibility to treat all skin types
- ⦿ a powerful antiviral and antibacterial action



PEELING: Mechanism of Action



An innovative gel that revolutionizes the concept of peeling

PQAge Med is the revolution of biorevitalization:

- *the product is applied on the area to treat without using needles*
- *no risks of frost*
- *No pain*
- *an immediate lifting and firming effect is visible*
- *the product isn't photo-sensitizing*

PQAGE

PQAge Med

Content

The box contains 14 vials of 10 ml containing 3 ml of product.

The vials are disposable and with one box, 14 treatments may be realized.



Indications

- ⦿ Face, neck and décolleté revitalization
- ⦿ Inner thigh, arms and breast revitalization
- ⦿ Stretch marks
- ⦿ Acne
- ⦿ Recent scars
- ⦿ Cutaneous discoloration



Contraindications

- ⦿ Irritated skin
- ⦿ Dermatitis
- ⦿ Allergies to any components of the product
- ⦿ Pregnant and breastfeeding patients
- ⦿ Herpes simplex in an active phase

PQAge Med Protocol

Utilization protocol

- **Thoroughly cleanse the skin of the area to be treated**
- Apply a small dose of product on the circumscribed part of the area to be treated and **massage until its complete absorption** (by following the manual technique described in the photographic images in the following slides) then rinse with a cotton pad soaked in water.
- Proceed with the same methodology on each area until covering the entire area to treat.
- **Repeat the application at least 3 times** until obtaining a visible firming and lifting effect.
- *In case of very thin and delicate skin, only repeat the application twice. In case of very thick skin, repeat the application at least 5 times.*
- Apply a sufficient quantity of nutrient and soothing **cream** on the entire area treated.

***PQage
photographic
procedure***

1° patient

Photographic procedure: Cleansing the skin

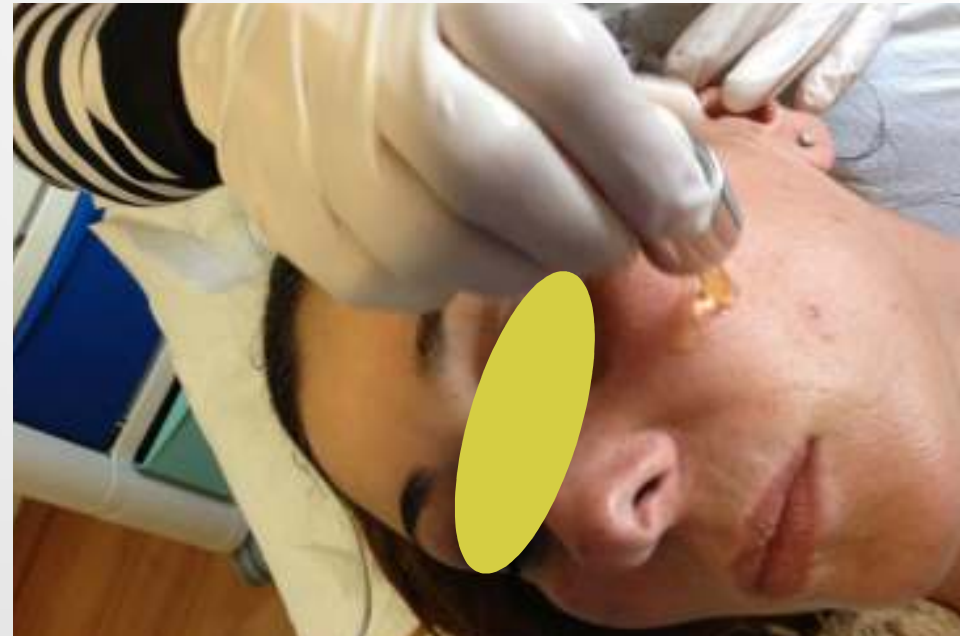


Photographic procedure: applying the product on all areas



Treat each area separately

Repeat the treatment on each area 3/5 times



Photographic procedure: spreading the product on all areas



***PQage
photographic
procedure***

2° patient

Photographic procedure: cleansing the skin



Photographic procedure: application of the product on the forehead



Photographic procedure: application of the product on the cheeks



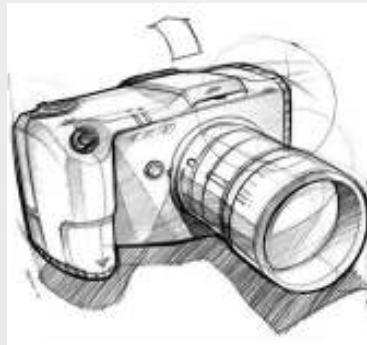
Photographic procedure: application of the product on the cheeks



Precautions for use

- Avoid the treatment in correspondence of the lower eyelid due to very thin skin
- The sensation of a slight tingling, felt at the first application must limit the number of applications over the same area
- The sensation of an intense burning limits the execution of the procedure (meaning the skin is irritated)
- Do not undergo the treatment before a week after the previous one
- Do not treat immediately after shaving
- Protect the lips with white vaseline

Before & After Photos



Before & After



Before



After

Before & After



Before



Immediately after

Before & After



Before



Immediately after

Before & After



Before



Immediately after

Before & After



Before



Immediately after

Before & After



Before



Immediately after

Before & After



Before



Immediately after

Before & After



Before



After 1 session

Before & After



Before



After 1 session

Before & After



Before



**After the second
treatment session**

Before & After



Before



**After the second
treatment session**

Before & After



Before



After 1 session

Before & After



Before



After 1 session

Before & After



Before



After 1 session

Before & After



Before



After 1 session

Before & After



PQAge Med Bibliography

PQAge Med: Bibliography



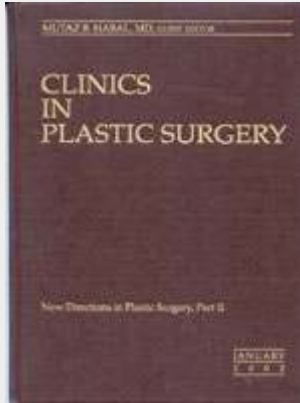
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Press release



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Press release



Seen on TV



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Seen on TV



PQAge Med “firm-lift peeling”



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PQAGE
*firm-lift peeling
con effetto rassodante*

The advertisement features a close-up portrait of a woman with long, wavy brown hair and blue eyes, looking directly at the camera. To the right of her face, the brand name 'PQAGE' is displayed in a large, bold, sans-serif font. Below it, the product name 'firm-lift peeling' is written in a smaller, italicized font, followed by the phrase 'con effetto rassodante' in a similar italicized font. In the bottom right corner, there is a brown cardboard box with 'PQAGE' printed on it, and four small glass vials with white caps and yellow liquid inside, also labeled 'PQAGE'.

PQage è un gel innovativo che rivoluziona il concetto di peeling garantendo una profonda stimolazione nel rispetto della cute.

La nuova formulazione peeling Promoitalia per:

- la biorivitalizzazione a-traumatica
- la rigenerazione tissutale non aggressiva
- la rimozione di inestetismi cutanei
- il trattamento di pelli sensibili e delicate

Un peeling innovativo, sicuro e di facile applicazione

PQage è in grado di stimolare una forte azione rigenerante sugli strati più profondi del derma in modo estremamente delicato e confortevole per l'epidermide.

PQage il peeling per 12 mesi

La combinazione dei suoi componenti determina una esclusiva miscela estremamente utile e dal potente effetto rivitalizzante, in grado di renderlo un peeling efficiente ma assolutamente non aggressivo, utilizzabile tutto l'anno.

Indicazioni:

- rivitalizzazione viso collo e décolleté
- rivitalizzazione dell'interno coscia, braccio e seno
- trattamento delle smagliature
- trattamento delle pelli acneiche
- cicatrici recenti
- pigmentazioni cutanee.

PQage: effetto lifting e di aumento di turgore immediato!

PQAGE

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www.webpromoitalia.com
www.youtube.com/promoitaliavideo

PQage is an innovative gel that revolutionizes the concept of peeling ensuring a profound stimulation in respect of the skin.

The new formulation peeling Promoitalia for:

- the biorevitalization a-traumatic- tissue regeneration nonaggressive
- removal of skin blemishes
- the treatment of sensitive skin

A peeling innovative, safe and easy to apply

PQage is able to stimulate a strong regenerating action on the deeper layers of the dermis in an extremely gentle and comfortable to the skin.

PQage peeling for 12 months

The combination of its components determines a unique blend extremely useful and powerful revitalizing effect, able to make a peeling efficient but absolutely not aggressive, year-round use.

Directions:

- revitalization of the face, neck and décolleté
- revitalization of the inner thigh, arm and breast
- treatment of stretch marks
- treatment of acne-prone skin
- recent scars
- skin pigmentation.

PQage: lifting effect and increase firmness immediately!

Masterclass

**For information contact us
by e-mail or by phone:**

Masterclass.promoitalia@webpromoitalia.com

Promotalia Group Spa

Via San Gregorio, 44 – Milan ITALY

Tel +39 02 670 77 226

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***THANK YOU FOR YOUR
KIND ATTENTION***