EltaMD® AM Therapy Facial Moisturizer

Product Information

Lightweight formula moisturizes and smoothes skin

EltaMD® AM Therapy Facial Moisturizer provides all-day moisturizing in a very lightweight, oil-free moisturizer base.

- Moisturizes and smoothes skin
- Improves skin tone
- Stimulates aquaporins
- Noncomedogenic



Clinically proven to significantly increase the thickness of the epidermis

Label uses	EltaMD AM Therapy Facial Moisturizer increases moisture absorption and retention by stimulating aquaporins in skin cells. Willow bark extract gently stimulates cell turnover for smoother skin without causing irritation. Niacinamide (vitamin B3) enhances skin color and tone. EltaMD AM Therapy is oil-free, fragrance-free, noncomedogenic and safe for sensitive skin. It is compatible with all EltaMD sunscreens.
Directions	Every morning apply pearl-size dots of EltaMD AM Therapy to clean, moist skin. Gently massage into face, using circular upward and outward motions. Then protect your skin by applying the EltaMD sunscreen suitable for your skin type.
Package size	1.7 oz / 48 g
Dispenser type	Airless pump
Application per package	Varies by application amount and size of area covered
Ingredients	Purified Water, Cyclopentasiloxane, Ethylhexyl Isononanoate, Niacinamide, Lauryl PEG-9 Polymethylsiloxyethyl Dimethicone, Dimethicone, Salix Alba (Willow) Bark Extract, Sodium Chloride, Piptadenia Colubrina Peel Extract, Sodium Hyaluronate, Glycerin, Allantoin, Caffeine, Ascorbyl Palmitate, Dimethicone/PEG-10/15 Crosspolymer, Butylene Glycol, Phenoxyethanol, Capryloyl Glycine, Undecylenoyl Glycine, Disodium EDTA, Sodium Hydroxide.
Availability	Physician-dispensed only
Item #	02533

EltaMD®: The Science of Skin Care Delivered Safely

elta MD® SKINCARE

Available only through approved physicians.

EltaMD® AM Therapy Facial Moisturizer

Why EltaMD AM Therapy is different from other moisturizers and is especially suited for daytime applications

As skin ages and body metabolism slows, the flow of nutrients to skin cells also slows down. The activity level in skin cells may decline as well. This lack of nutrients and activity causes the outer layers of skin cells, or *stratum corneum,* to die. As cells die, they build-up and cause thickening of the stratum corneum which can make skin look and feel dull.

In an attempt to correct dull and dry facial skin, patients may use more or heavier moisturizers. However, applying heavy emollients to layers of dead cells does not restore them, nor does it improve skin quality. It simply adds a heavy layer of product on top of dead skin cells. Everyone wants a clean, light feel on the face, not that of being encased in layers of heavy moisturizer plus makeup and sunscreen.

EltaMD® AM Therapy is an innovative, lightweight formula that improves skin quality and moisturizes all day without the use of heavy emollients. It works in two ways:

- **EltaMD AM Therapy removes dead skin cells by significantly increasing daily cell turnover and leaving behind healthy skin for a smoother look and feel.**

  AM Therapy does this very gently through the use of Salix Alba (willow bark) extract. This natural form of salicylic acid exfoliates dead skin cells, but does so at a more neutral range of pH (e.g., 6.00 pH). This prevents the stinging or irritation common to many salicylic acid exfoliates. The concentration of willow bark extract in AM Therapy delivers the equivalent of a 1% concentration of salicylic acid.

- **EltaMD AM Therapy stimulates cell activity so cells retain moisture, keeping them alive and healthy longer. The result is brighter skin tone and smoother skin.**

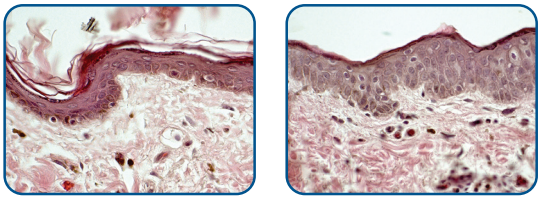
Aquaporins, sometimes called "nature's plumbing system," help move water across the cell plasma membrane and regulate how much moisture the skin retains.

AM Therapy contains Piptadenia colubrina extract which effectively stimulates aquaporins in skin cells, resulting in increased levels of skin hydration.[1]

Because AM Therapy uses natural aquaporins — rather than heavy emollients — to increase moisture retention, AM Therapy can be both moisturizing and very light on the skin. It quickly penetrates, leaving a dry smooth surface so makeup can be readily applied.

Moisture Retention From Aquaporin Stimulation

AM Therapy with Piptadenia colubrina extract promotes an increase in stratum corneum compaction and stronger keratinocytes cohesion.[1]



Control *Increased Moisture Retention*

Before and after results shown here demonstrate that aquaporin stimulation can actually double the moisture retention in the skin cells in the first days of use and significantly increase it beyond that with daily application.[2]

- **EltaMD AM Therapy Facial Moisturizer is clinically proven to increase the thickness of the epidermis significantly while increasing skin moisture and the prevention of skin aging. [1]**

In a clinical study[1], EltaMD AM Therapy
- improved the general conditions of treated skin
- significantly increased the thickness of the epidermis;
- increased the number of keratinocytes in the basal layer of the epidermis; and
- increased cohesion of the stratum corneum and a better aspect of dermal-epidermal junction (DEJ).

The study[1] also demonstrated that EltaMD AM Therapy can contribute greatly to
- skin moisturizing
- prevention and treatment of skin aging, in particular the intrinsic aging. EltaMD AM Therapy accomplishes this by bringing together qualities essential to maintaining the perfect general appearance of the skin, particularly because of an improvement in DEJ.

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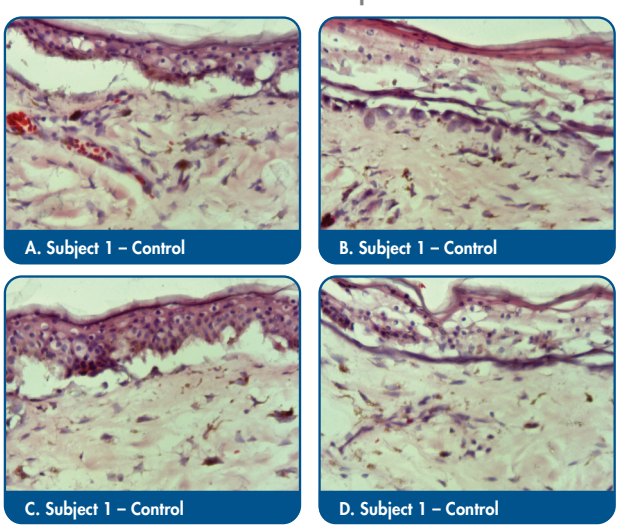
- **Sunscreen Protection**
  After applying EltaMD AM Therapy Facial Moisturizer, always use an EltaMD broad-spectrum sunscreen to protect against UVA (aging) and UVB (burning) rays.

RESULTS:

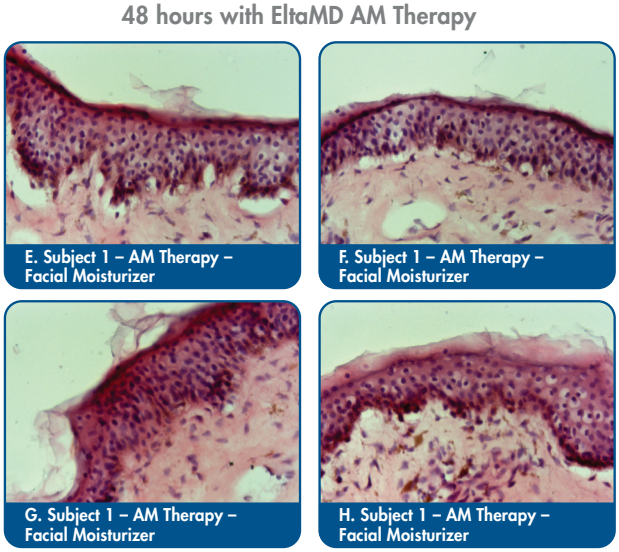
Figure 2. 48 hours incubated with culture medium or culture medium and product. Control group (images A, B, C and D), untreated skin fragments are shown with a thin epidermis and little adhesion between dermis and epidermis. In contrast, fragments incubated for 48 hours with the product EltaMD AM Therapy Facial Moisturizer (images E, F, G and H) showed va significant increase of thickness of the epidermis; greater cohesion and compaction of the stratum corneum; an improvement in the appearance of microvilli; an increase in the DEJ; and consequently, an improvement in the skin general appearance. These data demonstrate that the product EltaMD AM Therapy Facial Moisturizer (images E, F, G and H) more than doubled the thickness of the epidermis; greater cohesion and can contribute greatly to skin moisturizing and to prevention and treatmen of skin aging, in particular the intrinsic aging, as it brings together qualities essential to maintaining the perfect general appearance of the skin, particularly because of an improvement in DEJ.[1]

Histochemistry – Hematoxylin-Eosin Staining: Skin General Appearance Evaluation.

Control Group



Fragments incubated for 48 hours with EltaMD AM Therapy



REFERENCES

[1] I.B.P. – Instituto de Bioengenharia da Pele Ltda. AM Therapy Facial Moisturizer Elta MD Skin Care. LSE-b095/11.063, 2011.

[2] Expression of differential genes involved in the maintenance of water balance in human skin by Piptadenia colubrina extract J Cosm Dermatol 2010; 9, 35-43.

[3] Pereda, C.V.P., et al. Effect of green Coffea arabica L. seed oil on extracellular matrix components and water-channel expression in in vitro and ex vivo human skin models. J Cosm Dermatol 2009; 8:56-62.



Available only through
approved physicians.

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