

# New ReLuma Beautifully Blends Science and Technology to Rejuvenate Aging Skin

MIAMI, Fla. – August 9 (SEND2PRESS NEWSWIRE) – According to Advanced Therapeutic Solutions, LLC (ATS), excitement is running skin deep when it comes to ReLuma. The next generation in bio-engineered skincare has arrived and ATS is banking on physician and consumer preference for safe, effective, non-irritating human growth factors to treat aging and photo-damaged skin.



Send2Press® Newswire

*Photo Caption: Image of serum bottle of Reluma.*

Available in an ultra-light, virtually scent-free serum, ReLuma utilizes the latest in patent-pending tissue-engineering technology to deliver an unprecedented nine key growth factors found in human skin along with other proteins that support dermal integrity to rejuvenate damaged skin. The result is smoother, firmer, more even toned skin without the downtime and irritation associated with standard skincare products and invasive procedures.

Many consumers are familiar with skincare agents such as glycolic acids and retinols, which irritate the skin to cause cellular turnover. Such agents are not always well tolerated and many people discontinue use due to photosensitivity and redness. Some of these same consumers also may have had some experience with human growth factors from early entrants in the market.

ReLuma offers a unique therapeutic combination of human growth factors and their precursors without the sour scent associated with some of these early entrants. Moreover, clinical studies demonstrate that ReLuma works fast. Visible results were seen with the use of ReLuma in as little as four weeks. ReLuma may be integrated into most current skincare systems or used alone, eliminating other products, in a simplified anti-aging regime.

ReLuma is the result of biotech Invitrx Inc.'s innovative process for growing bio-engineered human tissue for treating chronic wounds and burns. As the tissue grows, it produces an array of natural growth factors and other matrix proteins important to the dermal integrity of healthy skin. Human growth factors have been studied for their regenerative properties and medical application in wound care and tissue repair. As we age and are exposed to environmental stressors, the production of these growth factors within skin is reduced, leading to sagging, wrinkling and thinning of the skin. By re-introducing these factors through daily application of ReLuma, damaged skin cells are repaired, and skin tissue regenerated. The appearance of fine lines and wrinkles is diminished as tissue thickens, and smoother, more luminous skin results.

"We firmly believe based on data from clinical studies, that the bio-engineered technology in ReLuma is the next step in utilizing the body's natural biological repair processes to treat damaged skin," said Anthony Rhodes, Senior Vice President at ATS. Patients from an ongoing clinical study had the following results after only 4 weeks of ReLuma use:

- 88% saw improvement in overall appearance of their skin;
- 75% experienced improvement in skin texture/smoothness;
- 70% felt an increase in skin firmness and elasticity;
- 70% saw a reduction in the appearance of fine lines and wrinkles.

Already physician and consumer interest in ReLuma has been high. ReLuma is marketed by ATS sales professionals throughout the United States and Canada and available for sale by physicians through their practices or medically supervised spas. Accordingly, consumers should contact their physicians to purchase it. For physician locator services or more information on ReLuma, please call an Advanced Therapeutic Solutions representative at 1-877-287-6376 or visit [www.flmesoderm.com](http://www.flmesoderm.com).

#### About Advanced Therapeutic Solutions

Advanced Therapeutic Solutions is a privately held limited liability company organized under the laws of the State of Florida and registered with Dun and Bradstreet. It is a dynamic specialty medical distribution company focused on providing its clients with access to exceptional medical sales professionals. The company's particular expertise is the business of medical aesthetics and skin therapeutics. Other products distributed by ATS include Pserene, Revenir / Charme Electrolyzed Skincare Systems, Minus-Sol Facial Sun Protection and Daeses Firm and Lift Products with DMAE.

## About Invitrx, Inc.

Invitrx, Inc. is a biotechnology company specializing in tissue engineering solutions and developing innovative products for wound closure, corneal transplants, and alternative testing. ReLuma and Pserene are results of Invitrx's innovation in tissue engineering and are part of the product portfolio of its subsidiary Invitrx Cosmeceuticals.

News issued by: Advanced Therapeutic Solutions, LLC

# # #

Original Story ID: (645) :: 2005-08-0809-003

Original Keywords: Advanced Therapeutic Solutions, LLC, Invitrx, Inc., ReLuma and Pserene, Invitrx Cosmeceuticals, skin care, rejuvenation, Pserene, Revenir Charme Electrolyzed Skincare Systems, Minus-Sol Facial Sun Protection and Daeses Firm and Lift Products with DMAE, specialty medical distribution company, bio-engineered skincare, Miami, Florida, serum Advanced Therapeutic Solutions, LLC