

America's StriVectin the Only 'Great' Serum for Mature, Aging Complexions, Says Leading British Newspaper

SALT LAKE CITY, Utah, Feb. 27 (SEND2PRESS NEWSWIRE) – Wildly popular among 30-somethings who don't want to look a single day older and just as popular with 50-somethings who'd like to look 40 again, StriVectin(R)-HS Hydro-Thermal Deep Wrinkle Serum(TM) from Klein-Becker has now been singled out as the only "great" beauty serum for older complexions by The Independent, a leading British newspaper, in a just published "beauty serum" ranking.



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"This kind of multi-generational acceptance is unheard of in the cosmetics industry," says Gina Daines, spokesperson for Klein-Becker, makers of StriVectin (www.StriVectin.com).

"Older women are usually eager to try products that younger women prefer; unfortunately, many products that work well for younger skin are less than ideal for aging complexions. So, StriVectin-HS Hydro-Thermal Deep Wrinkle Serum is really an anomaly – a formula that works equally well with both younger and older skin. The reason is, I believe, that StriVectin specifically targets the Dermal-Epidermal Junction, the DEJ. And as dermatologists know, the DEJ is the place where deep wrinkles begin

regardless of your age.”

So what is the Dermal-Epidermal Junction and why does targeting it make StriVectin-HS so popular? The Dermal-Epidermal Junction (or DEJ) is a narrow wall of rolling, “wave-like” cells just below the surface of the skin... no more than 100 nanometers thick... a complex layer of cells acting as the interface between the epidermis and the dermis, playing a critical role in tissue repair and the soundness of skin architecture. In simple terms, the DEJ controls the structural integrity of your skin... it’s the key to reducing the visible effects of deep wrinkles caused by photo-damage and aging.

StriVectin-HS Hydro-Thermal Deep Wrinkle Serum is the first and only thermophyllic serum specifically developed to intensify Dermal-Epidermal Junction integrity... dramatically reducing the appearance of pronounced deep wrinkles, enlarged pores and stubborn surface imperfections no matter how young or how old you are.

“Of course, we’re flattered The Independent singled out StriVectin-HS as being great for older complexions,” says Ms Daines, “but we’re not really surprised. Although made here in America, StriVectin-HS Hydro-Thermal Deep Wrinkle Serum has dominated the deep wrinkle serum category in prestige retailers in more than 46 countries around the globe, including Saks Fifth Avenue, Bloomingdale’s, Sephora, Macy’s and Dillard’s in the United States. And that success can be attributed to one thing and one thing only: StriVectin-HS is unequalled in its ability to reduce the appearance of deep wrinkles and creases in photo-aged skin.”

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