

DermaFrac™ Micro-channeling and Infusion

The Latest in Anti-Aging Procedures

VIVA is always on the lookout for the latest, most advanced ways to keep you looking your best, and look what we've found. DermaFrac™ from Biogenesis Systems is an excellent alternative to fractional laser treatments & offers the added benefit of active infusion of skin treatment serums. The micro-channels create pathways for introducing the infusion solution into the area of the skin that is most responsible for the rejuvenating process through micro-channels without the need for anesthesia, virtually pain-free, no down-time and at a significantly lower cost than laser treatments.

VIVA Publisher, Katherine Phelps shared, "I had a series of DermaFrac™ treatments, and it honestly took several years off of my skin. I try a lot of products and procedures, but so far this has done more for my skin than anything I've tried in the past 10 years. I am the go-to girl for beauty procedures and everyone has really noticed the difference in my skin."

DermaFrac™ creates micro-channels in the skin while simultaneously infusing topical. The creation of the micro-channels stimulate collagen, elastin, and keratin growth and create clear routes to increase absorption of topical serums into the skin. DermaFrac™ takes infusion technology to a whole new level by using high-grade active ingredients including anti-aging peptides, skin lighteners, hyaluronic acid moisturizers, and acne treatments. Skin will be radiant, smoother, have a more refined texture/tone, smaller pores, finer lines/wrinkles, and even scars will appear diminished.

Many clinical studies have shown that micro-channeling



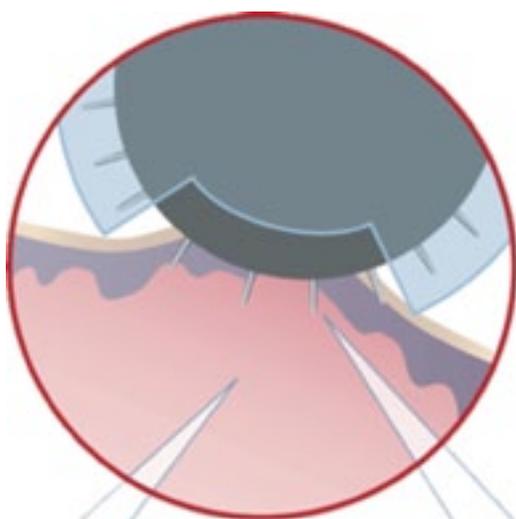
8 DermaFrac™ Treatments
(4 Anti-Aging 4 Lightening)
Treatment consisted of Crystal-Free Micro-dermabrasion and DermaFrac™ Micro-Channeling with Anti-Aging Peptide and Kohic Acid Lightening Infusion
Courtesy of Dr. Martin Kassir, Dallas, Texas

Benefits of DermaFrac™

- Visual / noticeable improvement within a few days of the initial treatment.
- Stimulates growth of collagen, elastin cells: elasticity/tone is dramatically improved.
- Hydrates deep into the skin for lasting hydration.
- Cost effective (unlike lasers, no capital investment needed).
- No known side effects or sun sensitivity after treatment.
- No bruising, infection, discoloration or other complications.
- Extremely high absorption of topical serums for faster results.
- Can be used on all skin types.
- Thickens the dermis without removing or damaging the epidermis, for a more youthful appearance.

Effective Uses For DermaFrac™

- Wrinkles
- Thin skin density
- Rosacea
- Scars
- Lax skin
- Stretch marks
- Dry dehydrated skin
- Hyperpigmentation
- Loss of adhesion & resiliency
- Epidermal density & strength
- UV damage
- Premature aging



The micro-channels create pathways for introducing the infusion solution into the area of the skin that is most beneficial to the natural rejuvenating process.

The depth of the needles has been carefully selected so that the channels are created just below the dermal-epidermal (DE) junction and just above capillaries and nerve endings. This ensures no bleeding or pain.

(Needling) is more effective than other methods of treatment including laser resurfacing, chemical peels and microdermabrasion. One reason for this is the derma micro-roller can generate 500,000 micro-channels in 10 minutes (1,000 per square cm) compared to other technologies which generate 2,000 micro-thermal zones per square cm after three to four treatments.

DermaFrac™ micro-needles create pathways for introducing the infusion serum into the skin. Jim Lafferty, President of Genesis Biosystems, "The depth of needles on the DermaFrac™ hand piece has been carefully selected so that the channels are created just below the dermal-epidermal junction and just above capillaries and nerve endings. This ensures no bleeding or pain. The advantage this system has is that the mechanics of the machine, in particular the vacuum, support the process of creating effective, even penetration of the needles and to their full depth. With the simultaneous delivery of peptide serum and optional LED light therapy, DermaFrac™ leads the way in the latest anti-aging procedures".