



REGENICA® SERUM FAQ'S



General Questions

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- **What is a serum?**
 - A serum is a skin care product that has a gel or light lotion consistency and typically has a higher concentration of nutritive ingredients. Serums are concentrated with anti-aging ingredients and can boost your anti-aging results and overall skin health when used as part of a morning and evening skin care routine.
- **Why is it important to incorporate a serum into a skin care routine?**
 - Serums are highly concentrated with anti-aging ingredients that may not be present in regular moisturizers and creams. When a serum is added to a routine and/or used in conjunction with moisturizers or treatment masks, anti-aging results and overall skin health may improve.
 - Serums have concentrated, highly nutritive ingredients and are designed for quick absorption, making them easy to incorporate into a skin care routine for maximum anti-aging and skin improving benefits.
- **Who is the ideal candidate for a serum? For Regenica® Rejuvenating Dual Serum?**
 - Serums are suitable for all skin types and are ideal not only for targeting visible signs of aging, but also to protect against future damage.
 - Regenica® with MRCx™ next generation growth factor technology is designed for patients who want to advance to the next level of skin care to help prevent and reverse the signs of aging.
- **What is Regenica® Rejuvenating Dual Serum?**
 - Created with the latest growth factor technology, Regenica® Rejuvenating Dual Serum is a revolutionary breakthrough in skin care. One chamber delivers a 95% concentration of patented MRCx™ next generation growth factor technology and the second chamber delivers a powerful formula of over 10 skin-essential ingredients, including advanced copper peptides, amino acids, antioxidants and plant-based extracts. Regenica® Rejuvenating Dual Serum puts modern technology to work to reveal your most beautiful asset - your skin.
- **What makes the Regenica® Serum unique and effective?**
 - Regenica Rejuvenating Dual Serum is a powerful serum created with the most advanced growth factor technology that combines a high concentration of growth factors at 95% with innovative anti-aging ingredients to restore beautiful, healthy skin. Created by the inventor of the key ingredient of TNS® Essential Serum, Regenica® Rejuvenating Dual Serum is a revolutionary breakthrough based on decades of research in regenerative science. The research resulted MRCx - a unique, proprietary blend of growth factors,

cytokines, and proteins that are present when the skin is in its most regenerative state. It's the only serum in a cosmetically elegant dual-chamber bottle with appealing texture and a pleasant scent.

- **How do you apply Regenica® Serum? How often should you use it?**
 - The Regenica® Rejuvenating Dual Serum should be applied twice daily after cleansing and patting skin dry. Gently massage a liberal amount onto the face, neck and décolletage, or use as directed by a skin care professional. Regenica® Rejuvenating Dual Serum should be applied prior to applying any other products, including sunscreens.
 - Regenica® Rejuvenating Dual Serum should be used daily to improve the overall appearance of skin. It's recommended that patients make an appointment with a dermatologist or skin care specialist to develop a personalized skin care regimen that will be safe and effective for their unique skin.
- **What skin imperfections does the Regenica® Serum address?**
 - The multipotent growth factors in Regenica® Rejuvenating Dual Serum are key ingredients which target the signs of aging. Rejuvenating Dual Serum is specifically designed to address the signs of photo damage and skin aging to improve the appearance of skin tone, texture and brightness, as well as reduce the appearance of fine lines, wrinkles and pores.
- **What clinical data supports the Regenica® Serum?**
 - Regenica® is backed by sound science and clinical data. Regenica® was shown to be safe in four separate clinical studies. In addition, MRCx™ underwent a full panel of pre-clinical and clinical testing and demonstrated no irritation in skin and ocular studies and no allergenicity.
- **What products compete with Regenica® Serum?**
 - TNS Essential Serum®, Neocutis Micro Serum
- **Why should a physician and/or patient opt for Regenica Serum over another serum product?**
 - Whether patients are devoted to a particular ingredient or product, growth factors are an important part of a balanced skin care regimen. Regenica Rejuvenating Dual Serum is a powerful serum created with the most advanced growth factor technology. One chamber delivers a 95% concentration of patented MRCx™ next generation growth factor technology and the second chamber delivers a powerful formula of over 10 skin-essential ingredients, including advanced copper peptides, amino acids, antioxidants and plant-based extracts. Regenica® Rejuvenating Dual Serum puts modern technology to work to reveal your most beautiful asset - your skin.
- **Is the Regenica® Serum safe to use?**
 - Regenica® is backed by sound science and clinical data. Regenica® was shown to be safe in four separate clinical studies. In addition, the MRCx™ underwent a full panel of pre-clinical and clinical testing and demonstrated no irritation in skin and ocular studies and no allergenicity. Testing of Regenica® Rejuvenating Dual Serum has demonstrated no irritation in skin, no ocular irritation, and no allergenicity.

- **How does Regenica® Rejuvenating Dual Serum compare to SkinMedica's TNS Essential Serum?**
 - SkinMedica TNS Essential Serum is an older growth factor product launched in 2000; Regenica Dual Serum launched in March 2016. While both contain growth factors, Regenica has the higher concentration at 95% while TNS has 93.6%. Created by the inventor of the key ingredient of TNS® Essential Serum, Regenica® Rejuvenating Dual Serum is a revolutionary breakthrough based on decades of research in regenerative science. The research resulted MRCx - a unique, proprietary blend of growth factors, cytokines, and proteins that are present when the skin is in its most regenerative state. It is in a cosmetically elegant dual-chamber bottle with appealing texture and a pleasant scent.
 - Regenica® was developed using the latest technological and scientific methods. While conventional culturing techniques use atmospheric oxygen levels of 21%, Regenica® creates an embryonic-like environment by reducing oxygen levels to less than 5%, anchoring the cells on dextran microbeads and maintaining the cells in suspension with a constant, gentle motion. This process allows the cells to revert back to an earlier stage and exhibit stem cell-like properties, causing the cells to release multipotent growth factors, unlike any other growth factor product.
- **Why did Dr. Gail Naughton create Regenica®?**
 - Dr. Gail Naughton, who originally helped develop TNS (Tissue Nutrient System from SkinMedica), continued her research for over a decade before discovering MRCx™. She found a way to nourish delicate skin cells without the use of bovine serum, allowing them to revert back to a younger stage and exhibit stem cell-like properties. The result is younger, fresher cells that make younger, fresher growth factors.
- **Where and how is Regenica® Serum available for purchase?**
 - Regenica® is available only through physicians' practices. Consumers can visit www.regenica.com to find a physician. Physicians are encouraged to visit www.regenica.com to learn how to bring Regenica® into their office.
- **Can Regenica Serum be used on areas other than the face?**
 - Regenica® Rejuvenating Dual Serum was formulated for the delicate skin of the face, neck and décolletage. Please use as directed by a skin care professional.
- **What is the growth factor concentration in Regenica Rejuvenating Dual Serum vs. other products in the portfolio?**
 - All Regenica® SKUs contain the proprietary and patented blend of growth factors called MRCx™ from the same source. Growth factors are delicate, but by designing a dual-chamber system for the serum we were able to increase the amount of growth factors to 95% in an isolated chamber. The serum contains a high concentration of MRCx available with a 95% growth factor formulation concentrated into one chamber.
- **How does the growth factor concentration in Regenica® Rejuvenating Dual Serum differ from those found in competitor products?**
 - SkinMedica TNS Essential Serum is an older growth factor product launched in 2000; Neocutis was launched a few years later and Regenica Dual Serum launched in March 2016. While all of them contain growth factors, Regenica has a higher concentration at 95% while TNS has 93.6% and Neocutis does not

specify the concentration. Only Regenica is cultured under conditions that allow the cells to revert back to an embryonic-like stage and exhibit stem cell-like properties resulting in fresher, younger growth factors

- **What are the benefits of Regenica® Rejuvenating Dual Serum?**
 - Regenica Rejuvenating Dual Serum is the only serum created with the latest growth factor technology that combines a 95% concentration of growth factors with over 10 skin-essential ingredients including advanced copper peptides, amino acids, antioxidants and plant-based extracts. Created by the inventor of the key ingredient of TNS® Essential Serum, Regenica® Rejuvenating Dual Serum is a revolutionary breakthrough based on decades of research in regenerative science. The research resulted MRCx - a unique, proprietary blend of growth factors, cytokines, and proteins that are present when the skin is in its most regenerative state. It's the only serum in a cosmetically elegant dual-chamber bottle with appealing texture and a pleasant scent.
- **What growth factors are found in Regenica® Rejuvenating Dual Serum, how many and how does this compare to TNS?**
 - Regenica has >120 growth factors and cytokines. TNS has published that it has 110 growth factors and cytokines. While both contain TGFB, HGF, VEGF, PDGF, G-CSF IL-6, IL-8, Regenica also contains Follistatin, Stem Cell Factor, FGF and more.
- **Physician-Focused**
 - **Why should physicians be interested in Regenica® Rejuvenating Dual Serum?**
 - The Regenica® system can give your practice a clear edge. Serums are growing in popularity because of their ability to pack in highly concentrated anti-aging ingredients. Physicians who offer effective serums can become more profitable and viewed as trusted skin care experts. Regenica Rejuvenating Dual Serum is a powerful serum created using the latest growth factor technology that combines a high concentration of growth factors at 95% with innovative anti-aging ingredients to restore beautiful, healthy skin. Created by the inventor of the key ingredient of TNS® Essential Serum, Regenica® Rejuvenating Dual Serum is a revolutionary breakthrough based on decades of research in regenerative science. The research resulted MRCx - a unique, proprietary blend of growth factors, cytokines, and proteins that are present when the skin is in its most regenerative state. It's the only serum in a cosmetically elegant dual-chamber bottle with appealing texture and a pleasant scent.
 - **In what ways should I promote the Regenica® Serum in my practice?**
 - Suneva Medical strives to build partnerships with aesthetic providers by providing in-depth support through its representatives and management team. Suneva offers comprehensive marketing and promotional materials that will assist you in meeting your patients' and your practice's needs. Support materials include product specific brochures, waiting room and treatment room displays, before and after photos, etc.

advanced growth factor technology that combines a high concentration of growth factors at 95% with innovative anti-aging ingredients to restore beautiful, healthy skin. Created by the inventor of the key ingredient of TNS® Essential Serum, Regenica® Rejuvenating Dual Serum is a revolutionary breakthrough in regenerative science designed to supplement the growth factors you lose with age. It's the only serum in a cosmetically elegant dual-chamber bottle with appealing texture and a pleasant scent.

- **How much does Regenica® Serum cost?**
 - The MSRP for Regenica® Rejuvenating Dual Serum is \$250
- **What kind of results can I expect with the Serum? How long does it take to see results? How long will the results last?**
 - Regenica® Rejuvenating Dual Serum can be used daily to improve the overall appearance of your skin. It's recommended that patients make an appointment with a dermatologist or skin care specialist to develop a personalized skin care regimen that will be safe and effective for their unique skin.
- **Where can I purchase the Serum?**
 - Regenica® is available only through physicians' practices. Consumers can visit www.regenica.com to find a physician.
- **Does the Serum have side effects?**
 - Testing has demonstrated no irritation in skin, no irritation in the eyes, no allergenicity and no offending odor. As with any skin care product, some patients may experience irritation, redness and sensitivity. It's best to consult with your skin care specialist.