

Prophecy Overview

Prophecy is a breakthrough facial cream based on scientifically micronized hyaluronic acid molecules ensuring enhanced therapeutic benefits than any other hyaluronic acid based product known in the international cosmetic industry today.

In order to understand the uniqueness of *Prophecy*, how it effectively fights the clinical manifestations of aging skin in comparison to other products in its category, and what challenges we, at *H.Zingboim Cosmetics Ltd.*, had to overcome, let us first inquire regarding:

What is Hyaluronic Acid and What is its Contribution to the Healthy Function of our Body and Skin?

- Hyaluronic acid (HA), also known as hyaluronan, is a glycosaminoglycan, a type of molecule composed partly of sugars. It can be detected in all connective tissues of our body as well as throughout neural, epithelial tissue and the dermal layer of our skin as it is one of the chief components of the Extra Cellular Matrix (ECM).

- It plays a pivotal role in maintaining the skin's optimal hydration levels thanks to its hydrophilic properties, meaning its ability to attract and retain hydration more than 1,000 times its weight in water.

- It is known for its ability to protect against free radical damages as well as for its capability to improve and support the firmness and elasticity levels of all connective tissue of our body including our skin's.

- In a young skin, normal biological production and activity of hyaluronic acid improves the appearance of the skin. Fine lines and wrinkles that are beginning to emerge are less visible. The skin looks vibrant, radiant and healthy.

However, as we age, our body gradually losses its ability to produce sufficient and well structured hyaluronic acid molecules also within the dermis of our skin. Therefore, HA filler injections or other "Skin Booster" techniques are available as well as topical HA in the form of gels, serums, creams, etc. This is in order to "compensate" for the reduced amount of hyaluronic acid present in our skin.

The Challenges Cosmetic Manufacturers Constantly Face Today to Ensure Optimal Benefits and Therapeutic Efficacy of Hyaluronic Acid Based Topical Products:

As topical HA molecules are too big to deeply penetrate the skin, there is a need to micronize their size so as to optimally benefit from their therapeutic properties.

This extremely challenging micronization process remains impossible to "restrain" until present times, due to the fact that HA molecules unavoidably revert back to their original big size upon contact with water in the manufacturing process.

Here is a brief recap explaining this challenge:

The effectiveness of topical HA, whether in creams, gels or serums as mentioned above, in penetrating the upper

layers of the skin into the deeper layers of the epidermis, is questioned due to its high molecular weight.

Therefore, all hyaluronic acid based products known today can only offer "merely good" hydrating benefits but not much more than that. In other words, HA molecules in topical cosmetic products available today **can not easily penetrate the skin** to achieve optimal therapeutic efficacy because they are simply **too big**, and any attempt to micronize their size will result in them **"inflating" back again** to their original size in the manufacturing process.

A. Hyaluronic acid is supplied to the cosmetic manufacturer in two different forms:

- Powder
- Liquid

B. In either form, it has to be dissolved in water before it can be put inside the cosmetic product. However, once it comes in contact with water throughout the manufacturing process and put inside the cream, it is "re-inflated" into larger particles once again. Hence, HA can not effectively penetrate all skin layers and optimally offer all its therapeutic advantages.

C. Cosmetic researchers have indeed succeeded in producing micronized hyaluronic acid molecules (at a size of 50kDa), but found great difficulty in preventing them from reverting back to their original large impenetrable size once again upon contact with water.

What are the Solutions Currently Offered by the Medical Aesthetic Industry to Overcome these Challenges in Having Hyaluronic Acid Molecules Penetrate Deeply into the Skin?

Internationally known solutions: hyaluronic acid injectable fillers and "Skin Booster" techniques:

- Hyaluronic Acid Injectable Fillers** - HA injectable fillers are commonly used to overcome this challenge of effectively penetrating the skin as the micronized HA molecules are injected straight into fine lines and wrinkle in order to diminish their visible depth. They attract hydration and the skin is "plumped up". These injections can be applied to the entire face in order to "re shape" or "sculpture" it as necessary.

The Purpose: dramatically improving the appearance of aging skin.

- "Skin Booster" Techniques** - HA molecules are injected into the skin. As opposed to the technique mentioned above, more injections in shorter length are superficially applied to the entire facial skin in this case.

The Purpose: providing intense moisture, improving the skin's texture and overall complexion as well as creating more volume for a more youthful, radiant look.

HOWEVER, with regard to these invasive procedures, their target audience is rapidly changing. For various personal or medical reasons, more and more men and women seek other **less invasive alternatives** that will ensure an effective and deeper penetration of hyaluronic acid into their skin. This is for intense hydration attraction with **NO side effects** and **NO occasional down time periods**.

What is Hava Zingboim's Innovative and Breakthrough Solution?

A- *Prophecy*- a scientifically based product which successfully implements the revolutionary research work conducted by the Chemistry Department and Faculty of Engineering at Bar-Ilan University, Israel and supported by *H.Zingboim Cosmetics Ltd.*

Prophecy features an innovative and exclusive skin care technology; multi- sized micronized hyaluronic acid molecules that can effectively penetrate into the deeper layers of the skin like no other known cosmetic product in its category today.

Prophecy is an affordable, non-Invasive, home care regimen with optimal penetration for long lasting and cumulative results. It intensely hydrates the skin after first application with zero side effects. *Prophecy's* main innovative characteristics are:

- Features** a combination of multi-sized hyaluronic acid molecules (small & large) for intensified water absorption capabilities and a much more facilitated penetration deeper into the skin.

- Offers** HA micronized molecules that not only maintain their chemical characteristics, but offer enhanced therapeutic attributes as well.

- Possesses** water-attracting and unique free radicals scavenging capabilities in all layers of the skin, and thereby

- "Plumping-up"** the appearance of fine lines and wrinkles.

- Intensifying and maintaining** the effect achieved by various injection fillers or any other "Skin Booster" techniques in the face and lips as well as ensuring that the ENTIRE FACE is fresh and youthful(not just the injected areas).

- Diminishing** loss of hydration from within the skin to the environment (trans-epidermal water loss).

- Strengthening** the skin's barrier function and supporting its immune responses.

- Reinforcing** the skin's firmness and resilience levels.

- Accelerating** the healing process of dry, rough, photo-damaged and extra sensitive skin.

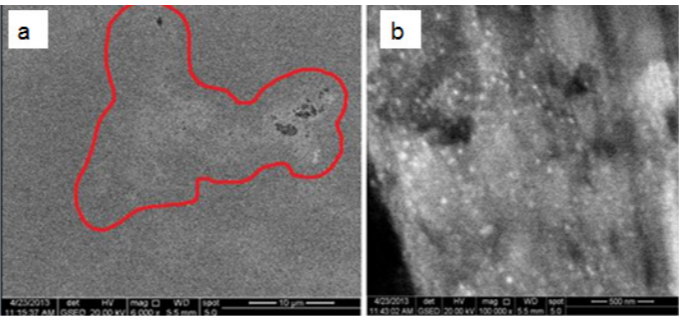
- Maintaining** the integrity of cell membranes to prevent cellular water loss and overall skin dehydration.

- Promoting** the appearance of smooth, healthy and radiant skin complexion.

B- More About Bar-Ilan University's Trailblazing Research Featuring Micronized Hyaluronic Acid Molecules with Enhanced Therapeutic Properties:

All research's results were thoroughly and accurately evaluated thanks to the use of highly advanced, state of the art technological devices at the laboratories of Bar-Ilan University as follows:

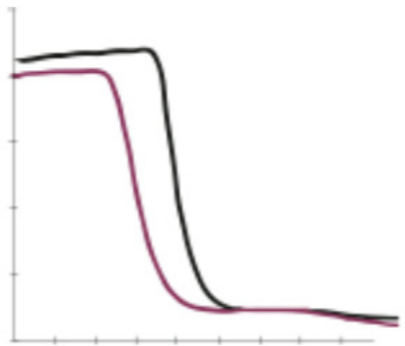
I. Different micronized hyaluronic acid molecules have been produced. They have been able to maintain their small size and even become micronized to a larger extent despite their contact with water. The accurate size of the different HA particles has been successfully determined by the use of Scanning Electron Microscopy (SEM).



Picture A shows the big polymer of hyaluronic acid.

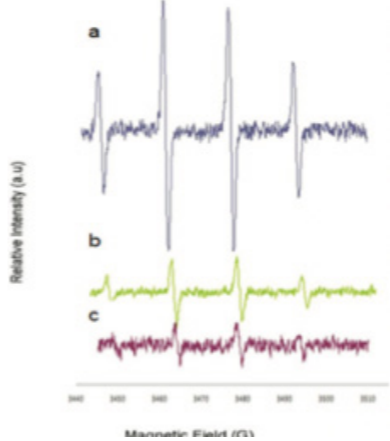
Picture B demonstrates the smaller units of hyaluronic acid molecules after the micronization process.

II. In order to make sure that the **micronization process has not damaged the chemical properties of the hyaluronic acid molecules**, its electronic spectrum has been examined before and after. The results testify to the fact that there has not been any change in the spectrum after the micronization process. This means that there is NO change in the hyaluronic acid chemical properties.



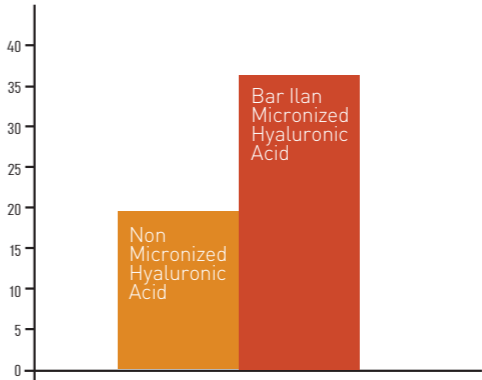
III. **The micronized HA has demonstrated enhanced therapeutic capabilities** in fighting and neutralizing the harmful effects of free radicals while manifesting intensified hygroscopic capabilities as well.

Hyaluronic acid before and after the micronization process has been placed into a test tube containing free radicals. The concentration of the free radicals was measured by the use of ESR. It has been determined that a significant decrease in free radicals was noticed in the presence of micronized HA. In other words, micronized hyaluronic acid is a much more effective free radicals scavenger than regular sized hyaluronic acid.



Graph A demonstrates the concentration of free radicals in the presence of non-micronized hyaluronic acid.

Graph B demonstrates the low concentration of free radicals in the presence of micronized hyaluronic acid.



As can be seen in this histogram, the ability of hyaluronic acid to attract hydration after the micronization process is double than the hyaluronic acid that has not gone through micronization process.

C- More About Hava Zingboim's Contribution to Successfully Implementing Bar-Ilan University's Trailblazing Research into *Prophecy*

The micronized hyaluronic acid molecules have been successfully integrated in *Prophecy* as follows:

Prophecy's formula is dominated by an oily phase as it contains three types of oils in order to prevent HA particle aggregation (reconnecting to their original large size).

- Sodium PCA** "joins" all micronized HA molecules to further attract hydration.

- Cocoa (theobroma cacao) seed butter** ensures that skin hydration is "locked" in all upper layers and helps reduce trans-epidermal water loss from deeper skin layers.

- Sodium lactate** encourages cellular rejuvenation, helps remove dead skin cells from the stratum corneum hence, further facilitates the penetration of all other high performance ingredients in the formula.

D- Summary and Key Selling Points: Why is *Prophecy* so Unique?

- Unlike in-clinic only expensive doctors administrated procedures, *Prophecy* is an affordable, non-Invasive, home care regimen with optimal penetration for long lasting and cumulative results. It intensely hydrates the skin after first application with zero side effects.
- Allows to treat the entire face in one single application at a small fraction of the cost of in-clinics alternatives.
- It is synthesized to micro particles for medical and cosmetic uses.
- Offers reduced size of HA to facilitate its delivery to human tissues and to enhance its penetration across the skin barrier into the deepest layers Moreover, When the HA particle size decreases, the proportion of the surface area increases, which predicts a greater biological activity per given mass compared to larger particles.
- Possesses pronounced free radical scavenging and antioxidant activities.
- Prophecy's* hygroscopic properties (i.e., its ability to attract and hold water molecules) were found to be greater than their bulk counterparts or any other form of hyaluronic acid.

E- Additional Key Selling Points :

Paraben - free, mineral oil- free & fragrance - free.

Suitable for both men and women.

- Allows unlimited marketing capabilities such as via

- Cosmetic stores

- E-commerce

- Pharmacists

- Beauticians

- Dermatologists and plastic surgeons

Prof. Rachel Lubart, one of the world's foremost authorities in chemistry and physics at Bar-Ilan University, Israel, has lead this trailblazing research. She can help us conclude this abstract best as she has claimed:

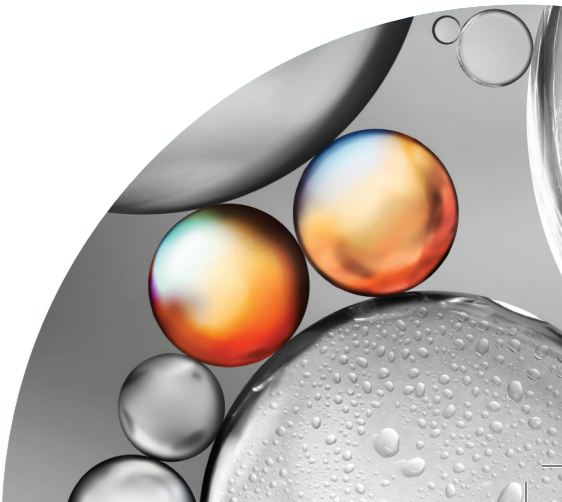
"... we expect the potential applications and benefits of this upgraded HA to be a big breakthrough in cosmetic dermatology".

*References:

*[1] Novel small sized hyaluronic acid with enhanced therapeutic properties

Prof. **Rachel Lubart** (Ph.D), Prof. **Aharon Gedanken** (Ph.D), Prof. **Dror Fixler** (Ph.D), Dr. **Anat Lipovsky** (Ph.D) and **Yariv Inbar**.

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About Hava Zingboim

As a true visionary, Hava Zingboim is one of the world's leading pioneers and foremost authorities in the field of Para-Medical Aesthetics. She has been the first to introduce this most challenging field in Israel. She has redefined the cosmetics field in Israel by making it more medically oriented thanks to her professional capabilities, international expertise and scientifically proven results in treating thousands of patients in Israel and abroad.

Her goal has always been to continuously develop groundbreaking treatment methods based on skin's natural biological processes alongside her exclusive, holistic and advanced skin care doctrine. She continued to play a pivotal role in changing the field of skin care and Medical Aesthetics also in Israel mainly by establishing the first of its kind Para -Medical Aesthetics Institute and by developing her own cosmeceutical product lines based on her Dual-Depth Methodology.

Throughout her extensive carrier for over 25 years, Hava Zingboim has successfully

- Founded a cosmetic company in 2004, manufacturing Para-Medical cosmetic products in Israel.
- Established the first successful Para-Medical Aestheticians Training Center (P.M.E). The training programs were fully coordinated with Prof. Eyal Gur and relevant authorities from Ichilov Hospital. This is in order to provide all trainees with exclusive, holistic and advanced skin care treatment methods.

- Formed a highly reputable R&D department operating in close collaboration with leading figures in her field of expertise such as plastic surgeons, top dermatologists, pharmacists as well as with

- Dr. Yoel Konis, one of Israel's top chemists and a world renowned cosmetic formulations expert.

- Prof. Rachel Lubart, one of the world's foremost authorities in chemistry and physics at Bar-Ilan University, Israel. Hava has worked closely with Bar-Ilan's R&D teams, headed by Prof. Lubart, for seven years in order to support their groundbreaking research on micronization of hyaluronic acid molecules. All results of this research have been successfully implemented in Hava Zingboim's flag product: *Prophecy*

Developing her own cosmeceutical product lines that feature breakthrough, state of the art cosmetic pharmaceutical formulations based on her Dual- Depth Methodology:

Hava's portfolio consists today of over 150 professional (75) and retail (75) products in 8 product families and is supported by 30 signature professional treatment protocols. This fact places Hava as the leading market share player in the field of professional aesthetics in Israel.

Hava's cosmeceuticals are based on the very latest technologies and state of the art ingredients providing patients with unprecedented broad-spectrum solutions. Her brand provides professional solutions to as many as 27 skin concerns including acne, pigmentation as well as hormonally, environmentally and genetically aging skin.

Few important milestones:

- International expertise -leading internship program (Texas, USA).
- Establishing the first exclusive clinic (New York, USA).
- Collaborating with foremost plastic surgeons and dermatologists (New York, USA).
- Planning the first medical cosmetology unit in hospitals (Israel).
- *Woman of The Year* award -Hava receives this award as the most influential women in Israel in the field of Medical Cosmetology.
- Israeli media declared Hava Zingboim as "a social phenomenon".

***References:**

***[1] Novel small sized hyaluronic acid with enhanced therapeutic properties**

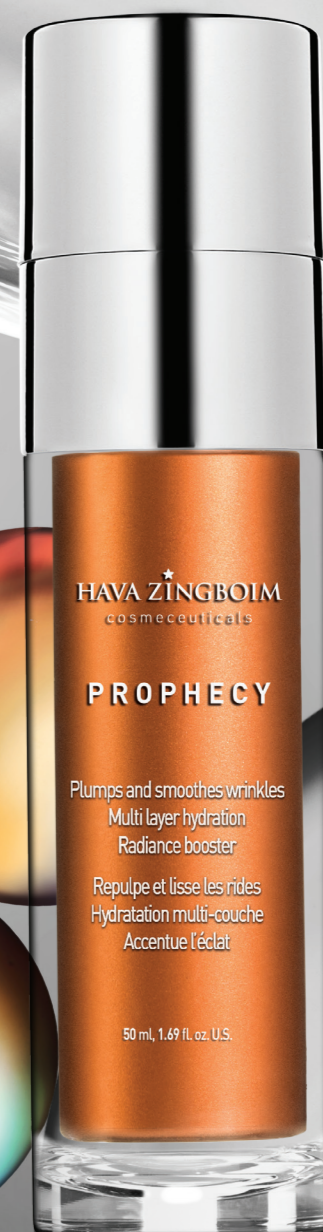
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Game - changing skincare



HAVA ZINGBOIM
cosmeceuticals