



GENERENEW™

Age fast, age slow, its up to you!

GENERENEW™, focuses on genetic factors for a young and healthy appearance. Personalise your needs for a youthful appearance and complexion by knowing your genetic profile.

- Collagen synthesis
- Skin anti-oxidation
- Skin irritability
- Skin detoxification
- Skin cell renewal

Anti-ageing medicine and dermagenetics are founded on the application of scientific medical technologies for the early detection, prevention and reversal of age-related dysfunction. Human ageing is not simply wear and tear. Genes can influence the ageing process considerably, even though the environment is also important.

The two main processes that induce skin ageing are classified as intrinsic and extrinsic. Intrinsic ageing, also known as the natural ageing process, is a continuous process that normally begins in the mid-20s. Extrinsic ageing is caused by environmental factors, such as sun exposure, air pollution, smoking, regular alcohol intake and poor nutrition. Both intrinsic ageing as well as how the body responds to extrinsic ageing are affected by genetics.

Personalise your cosmetic support for a young and healthy appearance and give a genetic blueprint for your anti-ageing and skincare regimen.