



ARE YOU GENETICALLY PREDISPOSED TO PREMATURE AGEING?

Are you prone to wrinkles, skin irritabilities, sensitivities, blemishes and acne?

The tendency to premature ageing may lie in your genes. However, you can do something about the appearance of ageing. 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 influence the ageing process considerably.

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 genetic factors.

The **GENERENEW™** test focuses on:

- Firmness and elasticity
- Skin irritability and sensitivity
- Skin cell renewal
- Skin anti-oxidation
- Skin detoxification
- Anti-ageing on a cellular level

By managing your inherited weaknesses, you can make the applicable changes based on your unique DNA profile, to ensure a younger, more beautiful you. Personalise your cosmetic regimen according to your genetic blueprint for anti-ageing and skincare.

Get tested today with **GENEWAY™** - because genes matter.