

## **Tensage Learning Objectives**

After completion of this section, you should feel comfortable with the following:

- Tensage and the treatment options
- SCA Biorepair Technology



## ***Brand Message***

*Tensage, with patented SCA biorepair technology, regenerates and heals skin that has been damaged by photoaging or dermatologic treatments.*

## ***SCA Biorepair Technology***

SCA is an acronym for “secretion of *Cryptomphalus Aspersa*” (also sometimes referred to as CAS for “*Cryptomphalus Aspersa* secretion”). This ingredient as it appears on the label is “Snail Secretion Filtrate.” Basically, this is a secretion of the snail species *Cryptomphalus Aspersa*. Understanding how and why this secretion works to repair damaged skin cells begins with understanding the evolution of this mollusk.



The *C. aspersa* snail evolved following the mass extinction of species on Earth, approximately 450 million years ago. This was an era when many organisms were attempting to evolve from sea creatures to land creatures. The land environment at this time was harsh and toxic as the earth and its atmosphere were still forming. During the many environmental changes of this period, the snail species colonized the land and underwent changes to adapt to the insults of this environment (cold, heat, dryness, dampness, radiation, chemical agents, etc.).

As an adaptation, the *C. aspersa* developed a biologically active, glycoprotein secretion to protect and heal itself from the external insults of the non-aqueous environment. This secretion is different from the secretion that snails use for movement. It was found through scientific observation that when the *C. aspersa* is subject to burns, ionizing radiation or injury, it produces this secretion, SCA, and of significance it can completely repair its skin in less than 48 hours.

With such astounding results, scientists continued to study this secretion to better understand how it worked to heal the snail. They discovered that SCA is a chemical mix of many of the same glycoproteins, sugars and amino acids found in human skin. Scientists saw the potential for treating human skin with this secretion and hoped for similar results. Clinical effectiveness was first shown in humans with cases of radiodermatitis following the Chernobyl accident.

It has been commonly found that ingredients discovered or developed to repair injured skin can also be used in repair of aging or photodamaged skin. Examples include ingredients to treat burns like oat beta glucan and copper peptides.

Further research has shown that SCA can restore some of the biochemical, structural and functional processes damaged by the aging process, radiodermatitis and photoaging. We will take a closer look at some of the clinical findings on photoaging later in this section.

Tensage products contain varying levels of SCA technology and are classified under a “Repair Index.” A higher index rating indicates a higher level of treatment of the skin. Our regimen is designed to provide an intense level of treatment with a high SCA serum periodically and then to sustain that with the daily use of milder creams.

## ***Patented Technology***

The method for obtaining and preserving SCA is a patented process (the secretion itself is not patented). The snail is subjected to the physical stress of rotation-agitation in controlled laboratory conditions. This triggers the snail to produce the secretion, which is extracted by many washes of purified water and filtering. The secretion is then centrifuged to remove further contaminants.

The snail cannot be killed during this process or the secretion loses its healing properties, so great care is taken to preserve the snails.

**NO SNAILS ARE HARMED IN THE HARVESTING OF THE EXTRACT.**

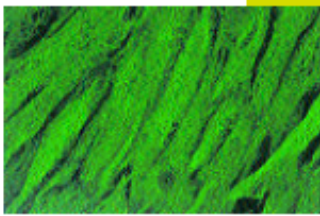


## ***Regenerates and Heals Skin***

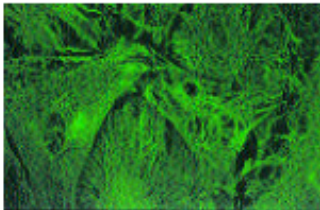
As we know from the other rejuvenation products that we sell, there are two areas in the structure of the skin where rejuvenation primarily takes place: the dermis and the epidermis. Keys to rejuvenation in the epidermis include smoothing, hydrating and reduction of dyschromia. Keys to rejuvenation in the dermis include impacting the structural proteins and hyaluronic acid.

As mentioned earlier, other ingredients designed for injury repair have been shown to have rejuvenation properties, so it was logical to study SCA for this same potential. SCA has been shown to regenerate and heal human skin through its stimulation of fibroblasts. Fibroblasts are the cells that maintain the structural integrity of connective tissues by secreting precursors of the extracellular matrix. The extracellular matrix provides the structure and nutrients for the formation of hyaluronic acid, collagen and elastin. These structural proteins give skin its tone and texture.

Fibroblasts, as with most of the skin's structures, are damaged by the aging process and external factors. Aged or senescent fibroblasts regenerate at a slower rate than younger fibroblasts. As a definition here, senescent refers to an aging structure in which the primary functions are either impaired or occur less frequently. Since senescent fibroblasts regenerate at a slower rate, there are fewer fibroblasts formed in aging and photodamaged skin. With fewer fibroblasts performing functions described above (compared to the amount that were previously available when the skin was younger and healthier), the fibroblasts themselves begin to lose structure and order, demonstrated in the photos below.



F-5



F-15

F-5 are younger, more active fibroblast cells. F-15 are senescent or older cells.

As stated, fibroblasts feed or maintain the extra cellular matrix (ECM). Disorganized, senescent the fibroblasts cause the ECM to become disorganized over time, losing its structural integrity. Without this structure, elastin, hyaluronic acid and collagen are not able to form and the visible signs of aging begin to show on the skin's surface.

SCA increases the proliferation of fibroblasts. Increasing the proliferation of the fibroblasts begins to bring order and structure back to both the fibroblasts and the ECM. With the greater organization of the fibroblasts and the ECM, the formation and integrity of elastin, collagen and hyaluronic acid improves to begin the rejuvenation process. SCA's exact mechanism of action is unknown, although it is thought that SCA works as a Fibroblast Growth Factor and multiple studies have shown an improvement in cellular alignment and elastosis (the breakdown of elastic fibers) with the use of SCA. You will receive copies of some of these studies.

To summarize, by increasing fibroblast proliferation, SCA helps to create an environment in the dermis that stimulates the creation of hyaluronic acid, collagen and elastin, and it has been clinically shown to do this. All three of these substances are necessary for the perpetuation of skin health, youthfulness and resiliency. *While a number of entities are known to increase collagen and hyaluronic acid, SCA is the only cosmeceutical entity proven to reduce elastosis, which indicates an increase the production of elastin and an improvement in elastin fiber integrity. **This is the key to Tensage and SCA.***

Some of the visible signs of improvement that patients will experience are a reduction of:

- Skin roughness
- Total number of wrinkles
- Total wrinkling of the treated area
- The depth of fine and coarse wrinkles

As an anti-aging treatment, the Tensage line has been designed as the stimulation step of a full skin care regimen. As in all regimens, the products can be used synergistically in a system or can be used individually to fill in for other systems.

## ***Dermatologic Treatments***

There is another use for Tensage and the SCA technology: as a follow up therapy to dermatologic treatments where injury or inflammation of the skin occurs. Keep in mind that this technology was originally developed for skin repair.



The potential for use following ablative dermatologic treatments was first seen when studies were completed using SCA on patients with radiodermatitis from the Chernobyl nuclear disaster. Just as the benefits of SCA were observed on these extreme cases of skin damage, so too can these same benefits be found with forms ablation, whether mechanical or chemical. Fibroblasts facilitate the migration of keratinocytes, which is key to the process of repairing damaged skin.

Tensage can begin to be used approximately 5 days following the procedure, once re-epithelialization has occurred, or the skin has finished shedding.

We have discussed the effects of SCA on aged fibroblasts and the improvement experienced; these same benefits can enhance the skin's recovery and appearance following non-ablative and micro ablative procedures. This would include IPL, fractional resurfacing, PDT and other light or laser based procedures. The same benefits can occur following chemical peels, aggressive microdermabrasion or other procedures that involve mechanical or chemical injury.

The use of Tensage following injectable and surgical procedures will improve and maintain the results of the procedures and can provide repair to any damaged fibroblasts. Tensage can be used immediately following injectable procedures and after any stitches or bandages have been removed from surgical procedures.

## ***Summary***

This completes the segment of your training that provides you with the technical information on what SCA is and how it impacts the skin as far as repair, recovery, and rejuvenation. As you can probably tell, patients with aging and photodamaged skin are our primary end users. Additionally, patients recovering from dermal procedures can also benefit. At this point you probably also have figured out that our primary competitive targets with SCA will be the growth factors, human and plant based. You will learn complete details of who we will be selling Tensage to, who are competitors are, and what advantages we have with Tensage in the next segment of your training.

## *Tensage Quick Facts*

<b>How Supplied:</b>	<b>Intensive Ampoules</b> – 10 1ml ampoules	SCA Repair Index 40
	<b>Advanced Cream</b> – 30 gm	SCA Repair Index 6
	<b>Firming Cream</b> – 30 gm	SCA Repair Index 4
	<b>Soothing Cream</b> – 30 gm	SCA Repair Index 3
	<b>Eye Contour</b> – 15 gm	SCA Repair Index 8
	<b>Body Care Lotion</b> – 120 ml	SCA Repair Index 4

**Active Ingredient:** Secretion of *Cyrtomphalus Aspersa* (SCA): “Snail Secretion Filtrate”

**Other Ingredients to note:** All Tensage products contain fragrance, but it’s light and hypo-allergenic

### **What is it?**

Tensage is a line of products designed to provide anti-aging therapy to aged or treated skin. It is designed to either be the primary home regimen, to supplement a current regimen or to complement treatment protocol.



## ***The Tensage Regimen***

The Tensage product line is designed to be customizable to the patient's needs and treatment goals. The core regimen includes a serum in the form of the Intensive Ampoules and a cream to suit the skin type. In addition, there are two auxiliary products to enhance as needed.

### ***Tensage Intensive Ampoules***

The Intensive Ampoules are packaged as a one-month treatment regimen and provide the highest level of SCA for all skin types.

#### ***Ampoule Usage:***

The patient would use 1 ampoule per day for one week, then 1 ampoule per week for the following 3 weeks in the month. The skin care provider can then customize this regimen for the patient. For those with greater damage, this regimen can be repeated each month; for those looking to prevent damage, the ampoule regimen can be used once every 3 months or spread out in an even regimen of once or twice a week.

#### ***Key Features:***

- SCA Repair Index 40
  - Highest level of SCA repair
  - Kick starts the Tensage program
- Single Use Applicators
  - Sanitary and easy to use
  - Measured dose of application
- Contains vitamins C & E
  - For Anti-oxidant protection
  - Supplements the SCA repair
- Elegant Serum Delivery
  - Absorbs quickly into the skin
  - Smooth, easy application

### ***Tensage Creams***

Tensage has 3 creams to supplement the use of the Ampoules: Soothing Cream, Firming Cream and Advanced Cream. Each cream is supplied in a 30 gm jar.

#### ***Cream Usage:***

The patient applies the cream twice daily, morning and evening, to provide additional SCA repair and moisturization.

***NOTE: SCA Repair is cumulative, so adding a cream with an SCA Repair index of 4 to the ampoule application increases the SCA Repair index of the treatment to 44.***

## ***Tensage Soothing Cream***

The Soothing Cream is ideal for patients with younger skin and less damage. It is non-comedogenic for those with acne prone skin and is designed to soothe the skin following intense acne treatments.

### ***Key Features:***

- SCA Repair Index 3
  - Provides SCA to maintain healthy skin
- Soothing Cream Base
  - Provides moisturization
- Non-Comedogenic
  - Complements oral or topical retinoid use

## ***Tensage Firming Cream***

The Firming Cream is designed for patients with maturing skin that is beginning to show some signs of photo-damage.

### ***Key Features:***

- SCA Repair Index 4
  - Higher level of repair for aging skin
- Innovative “Gelcream” Formulation
  - Provides absorbency benefits of a gel with the cosmetic elegance of a cream
  - Moisturization for normal to dry skin types

## ***Tensage Advanced Cream***

The Advanced Cream treats mature skin with severe damage from photo-aging or procedures.

### ***Key Features:***

- SCA Repair Index 6
  - Highest level of repair in the creams
- Moisturizing Cream Base
  - Soothes dry, aging skin
- Contains Tensderm
  - A mix of phytoestrogens and calcium to re-firm skin

## ***Tensage Eye Contour***

The Eye Contour provides additional treatment for the often problematic area around the eyes, providing a smooth contour for this delicate area. The product is available in a 1oz pump bottle.

### ***Contour Usage:***

Apply one pump of the Eye Contour 1-2 times daily, depending on the severity of damage. Dab gently on the area surrounding the eye, taking care to not get any product in the eye (as with any eye cream).

### ***Key Features:***

- SCA Repair Index 8
  - Powerful SCA content for intense therapy
- Moisturizing Formulation
  - For the delicate eye area

## ***Tensage Body Care Lotion***

The Body Care Lotion works as an excellent complement to dermal procedures on sun damaged body area such as the décolletage, shoulders, hands or arms. It can also be used independently for the repair benefits of SCA.

### ***Body Care Lotion Usage:***

Gently massage a thin layer of lotion into the area to be treated. If using following an ablative procedure, wait until the skin has stopped shedding, approximately 5 days.

### ***Key Features:***

- SCA Repair Index 4
  - Complementary level of repair
- Moisturizing Lotion Base
  - Easy to spread over large body areas
  - Moisturizing for post-procedural dryness

## ***Results with Tensage***

In clinical trials, an intense regimen of Tensage used on aged, sun-damaged skin, patients showed vast improvement following 90 days of use. Patients will notice a change to their skin following the use of the Intensive Ampoules for one week, but depending on the level of damage done to the skin, this improvement will vary. Those desiring greater results can use multiple week-long treatments of the ampoules for a more intense treatment, paired with high strength creams, such as the Advanced Cream and the Eye Contour.