

## DEFENAGE SKINCARE NAMED NON-SURGICAL INNOVATOR OF THE YEAR BY THE AESTHETIC CHANNEL

Celebrated for Cutting-Edge Anti-Aging Technology

Carlsbad, CA – July 12, 2018 – Progenitor Biologics<sup>®</sup>, LLC, the manufacturer and distributor of the revolutionary anti-aging skin care products, **DefenAge<sup>®</sup> Skincare**, is proud to announce that the breakthrough line has been named "**Non-surgical Innovator of the Year**" by the prestigious **The Aesthetic Channel's TAG! You're IT! Aesthetic Awards** powered by **Dermatology Times**. **DefenAge** is the only skincare company, among all other winners to receive the **TAG! You're IT! Award** in 2018.

"The **TAG! You're IT!** Award shines a spotlight on influencers and innovators in aesthetic medicine who are shaping the future of the industry," said Amy Ammon, Publisher of *Dermatology Times*, *THE Aesthetic Guide*, and *THE Aesthetic Channel*.



**DefenAge** was recognized for its game-changing proprietary **Age-Repair Defensins<sup>®</sup>** technology, helping the brand to stand out among over two hundred submissions in 12 nominations that were vigorously reviewed by UBM and The Aesthetic Channel's editorial advisory board, the winner in each category was determined by 8 judges who are key thought leaders in medical aesthetics. The competitive category celebrates brands like **DefenAge**, who demonstrate an original approach to addressing aesthetic concerns.

"**DefenAge** redefines traditional skin care and especially anti-aging skin care, the way how skin 're-youthening' can be triggered," comments Progenitor Biologics' CEO, Nikolay Turovets, PhD. "Our team is extremely proud to be recognized by such a prestigious resource as THE Aesthetic Channel."

Scientifically backed and clinically proven, **DefenAge** is dedicated to driving innovation to effectively address global signs of aging. The line's key ingredient, **Age-Repair Defensins**, is proven to reduce visible wrinkles and pore size, improve skin tone and evenness and decrease skin oiliness in just six weeks.

**Defensins** are a type of antimicrobial peptide that play an important role in the protection and treatment of skin cells by activating Lgr6+ stem cells, which are known to heal and repair the skin during wound healing. Because aging and wound healing share similar genetic and cellular pathways, researchers believe that stimulating these stem cells with the peptide may also effectively treat skin deterioration and damage from UV

exposure, inflammation and oxidative stress—all harbingers of skin aging.

With its patent-pending peptides, **Age-Repair Defensins**, **DefenAge** is the first of its kind to work via a natural mechanism of action with the body's stem cells to create beautiful new skin. **DefenAge** unlocks skin's potential to remain youthful with natural, scientifically-proven skincare that is simple, regenerative and effective.



## About THE Aesthetic Channel

**THE Aesthetic Channel (TAC)** is a global source for events and media in aesthetic medicine and the authority for relevant, progressive and contemporary medical aesthetics, uniting annual, world-class events; three publications for US, European and Asian markets; and a unique practice development program offering provider certification. **TAC** and **Dermatology Times** are a part of **UBM Medica**, is one of the largest healthcare media and publishing companies in the United States that engage 3.5 million decision-makers covering the patient care spectrum.

## About DefenAge

**DefenAge**<sup>®</sup> Skincare is a technology-driven anti-aging skin care line, primarily distributed through the professional aesthetic market including dermatology and aesthetic surgery practices. The key ingredient, **Age-Repair Defensins**<sup>®</sup>, features a stand-alone natural target-specific mechanism of action. The technology is patent-pending, exclusively available in **DefenAge** and does not belong to the growth factor category. The **Clinical Power Trio** is clinical study tested, **DefenAge's** core skin care regimen that addresses visible signs of skin aging on a global scale. **DefenAge** products do not contain: animal- or human- originated ingredients, parabens, formaldehyde-releasing preservatives, sulfates, mineral oils, colorants, phthalates or BPA.

The products are available at [www.DefenAge.com](http://www.DefenAge.com)

For more information, please visit [www.DefenAge.com](http://www.DefenAge.com) or connect with the company on

Instagram: [@DefenAgeSkincare](https://www.instagram.com/DefenAgeSkincare)

Facebook: [@DefenAge](https://www.facebook.com/DefenAge)

Youtube: [DefenAge](https://www.youtube.com/DefenAge)

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