

## Élixir London - Rejuvenation Crème, Morning + Night a unique peptide based skin care approach.

Rejuvenation Crème with Peptide provides a triple benefit for your skin;

- 1) GHK-Cu - 2.0 % – healing, remodeling.
- 2) Hyaluronic Acid (ULMW) – 1.5 % – moisturizing, plumping, antioxidant.
- 3) Nicotinic Riboside - 2.0 % – collagen and elastin support, cellular rejuvenation
- 4) Argan oil - 7 % – nourishing, sustaining, calming.

## NR – Nicotinic Riboside

### What is NR:

- NR is a vitamin B3 derivative and a precursor to NAD<sup>+</sup>, the coenzyme involved in cellular energy production, DNA repair, and stress responses.
- It is a small, water-soluble molecule that can be formulated into serums, creams, and lotions for cosmetic use on the face and body.

### Benefits:

- After penetrating the stratum corneum, NR is converted in skin cells to NAD<sup>+</sup>, which fuels mitochondrial energy production and supports sirtuin and PARP enzymes involved in DNA repair and cellular maintenance.
- Collagen Synthesis was increased up to 72% in clinical studies. Decreases fine lines/wrinkles, and supports cellular renewal.
- By restoring NAD<sup>+</sup> levels that normally decline with age, NR helps skin cells better resist oxidative stress, UV damage, and inflammation, improving their survival and function over time.

### How it works;

- Anti-aging and firmness: Increased NAD<sup>+</sup> supports collagen maintenance and cellular turnover, which can reduce the appearance of fine lines, wrinkles, and loss of elasticity, leading to smoother, firmer skin.
- Barrier and hydration: NR-driven NAD<sup>+</sup> support helps maintain healthy keratinocytes and lipids, strengthening the skin barrier and improving hydration and resilience against environmental stressors.
- Tone and radiance: By reducing oxidative stress and supporting repair pathways, NR can improve overall skin vitality, leading to a more even tone and radiant appearance, especially when combined with actives like peptides, hyaluronic acid, or retinoids.

Cosmelytics Corp parent company of Élixir London is inspired to develop skin care products that are beneficial to the health of your skin and utilize the best, proven compounds to enhance the quality and integrity of your skin.