

# MÖDERE. CELLPROOF

BIOCELL COLLAGEN® CG  
PATENTED, AWARD-WINNING COSMECEUTICAL BREAKTHROUGH.



## THE SCIENCE OF CELLPROOF

† The 2020 Beauty Shortlist "Green & Gorgeous" Editor's Choice was awarded to Modere CellProof Serum, Infusion Mask and Moisturizer.

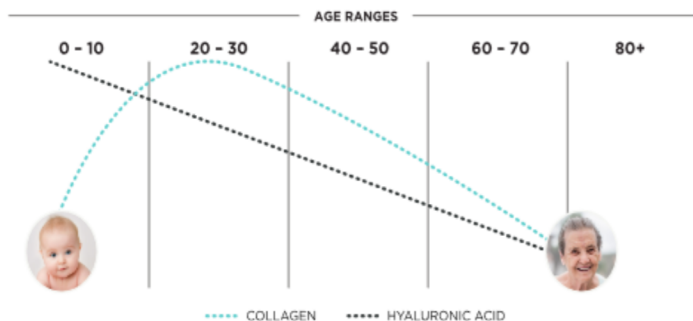
## THE SCIENCE

*Dull skin, deepening wrinkles and an aging jawline seem inevitable as you age.*

That's because with age, the body's levels of collagen and hyaluronic acid – compounds critical to skin firmness, hydration and smoothness – naturally decrease. This affects skin's hydration levels and collagen network. Skin is drier and rougher, wrinkles are more common with greater depth, and skin tone becomes less even with an aged appearance.

These changes begin in our 20s and are made even more pronounced by environmental exposure, pollution and stress.

### HYALURONIC ACID & COLLAGEN LEVELS DECLINE WITH AGE





## COLLAGEN/HA

***Modere® CellProof remarkably renews skin appearance with Collagen/HA Matrix® Technology.***

Modere CellProof is an advanced skin care system that uses a ground-breaking hyaluronic acid and collagen peptide ingredient backed by patented, award-winning Collagen/HA Matrix® Technology, shown to help visibly diminish signs of aging and promote the look of youthful vibrance and skin health.

Combining this advanced collagen peptide with a science-backed skin tightening complex and antioxidants, Modere CellProof Serum is unique in its approach to firm and protect skin's appearance and deliver rapid, dramatic results† you can begin to see in less than 5 minutes!

### ***Our key ingredient – with patented, award-winning Collagen/HA Matrix® Technology***

Cosmetic-grade BioCell Collagen CG features the same Collagen/HA Matrix® Technology that's the foundation of our award-winning Liquid BioCell® supernutraceutical products. In Modere CellProof, it moisturizes the skin from the outside to increase the appearance of youthful plumpness while reducing the appearance of fine lines. In Liquid BioCell, this patented technology nourishes the skin from the inside, diminishing wrinkles, promoting hydration, enhancing firmness and increasing elasticity.\*

† When used as directed.

**BioCell Collagen® CG was awarded Best Collagen Peptide<sup>1</sup> of 2012 by Frost & Sullivan.**

FROST & SULLIVAN

<sup>1</sup>NORTH AMERICAN COLLAGEN PEPTIDE IN PERSONAL CARE NEW PRODUCT INNOVATION AWARD

***“Collagen/HA Matrix® Technology is a standalone ingredient in both the nutraceutical and cosmeceutical worlds and is pioneering the ‘inside-out’ approach to beauty.”***

**Dr. Jon M Grazer, MD, MPH, FACS**  
Board-certified plastic surgeon,  
assistant clinical professor at UC Irvine

\*These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.

## MODERE CELLPROOF ESSENTIALS

1

DEEPLY CLEANSER AND  
PURIFY SKIN TWO WAYS

In four simple steps, this advanced skin care solution works powerfully to deliver visible results.



- REMOVES OIL-BASED IMPURITIES LIKE MAKEUP, SUNSCREEN AND EXCESS SEBUM
- REMOVES WATER-BASED IMPURITIES LIKE POLLUTANTS, DIRT AND DEAD SKIN CELLS
- DEEP CLEANS WITHOUT STRIPPING OR DRYING OUT SKIN
- SUPPORTS SKIN'S NATURAL MOISTURE BARRIER
- VISIBLY IMPROVES SKIN TEXTURE AND TONE

### Modere CellProof Double Cleanser

is an innovative, one-step oil-to-foam formula that dissolves pollutants, makeup and excess sebum, then gently washes away residual impurities for a deep cleanse. Sea buckthorn, pomegranate and jojoba leave skin balanced, hydrated and glowing.

### KEY INGREDIENTS

#### Sea buckthorn

A potent antioxidant native to coastal and mountainous regions of Asia and Europe, sea buckthorn promotes brighter, more even-looking skin tone.

#### Jojoba

Derived from the nut of the jojoba plant, this humectant mimics natural sebum to moisturize skin as it cleanses, and is gentle on all skin types.

#### Pomegranate

This legendary, jewel-toned superfruit is renowned for its topical beauty benefits rejuvenate skin's appearance.

#### Plant glycerin

Supports skin's natural moisture barrier and leaves skin looking soft, dewy and hydrated.





OXYGENATE, AWAKEN AND  
RENEW THE LOOK OF TIRED SKIN



- AWAKENS AND PRIMES SKIN FOR BENEFICIAL BOTANICALS
- RENEWS YOUTHFUL-LOOKING SKIN
- REDUCES THE APPEARANCE OF SKIN AGING
- REVIVES YOUR NATURAL RADIANCE
- SUPPORTS NATURAL MOISTURE BARRIER AND HYDRATION

**Modere CellProof Infusion Mask** delivers effervescent oxygen via Ox3™ technology to instantly awaken skin's appearance, allowing rare botanicals like award-winning snow algae and summer snowflake to nourish skin surface. Each application reduces the appearance of wrinkles and supports hydration for fresh, vibrant-looking skin.

#### **Ox3™ proprietary blend**

Our oxygen delivery system awakens skin on contact with thousands of bubbles, prepping skin to receive further benefits from powerful botanicals.

#### **Snow algae**

*(Coenochloris signiensis)* A rare botanical that thrives in cold, harsh environments, snow algae defends itself by conserving moisture throughout the year. Our award-winning extract provides the same moisture-preserving effect on the skin, supporting its natural moisture barrier and leaving skin looking fresher and more even.

#### **Summer snowflake**

*(Leucojum aestivum)*

This botanical extract provides potent antioxidants as it evens skin tone and improves skin texture, visibly smoothing the appearance of fine lines and wrinkles.



**VISIBLY TIGHTEN, TONE  
AND FIRM SKIN, INSTANTLY\***

#### CLINICALLY PROVEN RESULTS

##### IN 2 WEEKS

- 100% OF USERS EXPERIENCED IMPROVED HYDRATION
- 80% OF USERS SAW IMPROVED SKIN TONE

##### IN 4 WEEKS

- 85-92% OF USERS CONTINUED TO DEMONSTRATE VISIBLY IMPROVED TEXTURE, DENSITY AND EXFOLIATION



- SUPPLIES COLLAGEN TO RESTORE HEALTHY-LOOKING SKIN
- DELIVERS HYALURONIC ACID FOR INTENSE HYDRATION
- PRODUCES AN INSTANT FIRMING EFFECT (WITHIN 5 MINUTES)
- SMOOTHS THE APPEARANCE OF FINE LINES & WRINKLES
- PROVIDES ANTIOXIDANTS
- REVIVES THE LOOK OF TIRED SKIN

**Modere CellProof Serum** combines patented BioCell Collagen® CG, a ground-breaking, naturally co-existing matrix of hyaluronic acid and collagen peptides, with a science-backed skin tightening complex and potent antioxidants to instantly\* firm, tighten and smooth the appearance of fine lines and wrinkles.

*\*Within 5 minutes.*

#### **BioCell Collagen® CG**

Our multi-patented, naturally co-existing matrix of hyaluronic acid and collagen peptides is shown to intensely hydrate and moisturize skin, reducing the look of fine lines and wrinkles.

#### **Skin-tightening complex**

Combining acacia Senegal gum and hydrolyzed rhizobian gum, this science-backed tightening complex forms an invisible network across the surface of the skin. Quickly absorbed, it produces a tightening effect, instantly reducing the appearance of wrinkles

and leaving skin visibly smoother and firmer in less than 5 minutes.

#### **Vitamin C**

Our scientifically advanced form of vitamin C supports collagen on skin's surface to help promote youthful skin tone, elasticity and a healthy glow.

#### **African birch bark extract**

A potent antioxidant, this exotic ingredient supports vitamin C to help minimize the effects of the environment and the appearance of wrinkles.

#### **Aloe vera**

Although aloe is best known for after-sun care and its ability to gently soothe and condition skin, this powerful plant is also highly effective at revitalizing the look of skin that is dry and coarse as a result of environmental factors and aging.

#### **Meadowfoam seed oil**

CellProof Serum combines two components derived from meadowfoam seed oil that have been shown to moisturize, condition and help rejuvenate skin appearance while creating a protective barrier to help prevent moisture loss.

#### **French plum oil**

Naturally rich in fatty acids, including omega-6 and omega-9, and a natural antioxidant, French plum oil is ideal for softening skin and enhancing its healthy glow while offering protection from environmental factors.

#### **Allantoin**

Well known for its ability to gently soothe while supporting skin's natural protective barrier and enhancing moisture retention, allantoin also has a revitalizing effect, allowing it to function as a very mild exfoliant for soft, smooth-looking skin and enhanced radiance.



INTENSELY HYDRATE AND  
SMOOTH SKIN'S APPEARANCE



† The 2020 Beauty Shortlist  
"Green & Gorgeous" Editor's  
Choice was awarded to Modere  
CellProof Serum, Infusion Mask  
and Moisturizer.



- PROVIDES INTENSE HYDRATION
- HELPS SMOOTH SKIN APPEARANCE  
FOR IMPROVED TEXTURE
- HELPS EVEN THE APPEARANCE  
OF SKIN TONE
- PROMOTES THE LOOK OF  
ELASTICITY
- HELPS PROTECT SKIN AGAINST  
THE ELEMENTS

#### **Modere CellProof Moisturizer**

features patented BioCell Collagen® CG, plus naturally derived astaxanthin and a blend of advanced peptides, luxurious plant butters and natural fruit extracts to provide intense hydration. This luxurious formula melts into skin to visibly enhance firmness, reduce wrinkles and even skin tone.

#### **BioCell Collagen® CG**

Our multi-patented, naturally co-existing matrix of hyaluronic acid and collagen peptides is shown to intensely hydrate and moisturize skin, reducing the look of fine lines and wrinkles.

#### **Astaxanthin**

A powerful natural antioxidant, astaxanthin helps hydrate and smooth the skin's appearance and support the look of elasticity. The vivid natural pigment gives CellProof Moisturizer its soft, peachy color.

#### **Vitamin C**

This stable, oil-soluble form of vitamin C provides antioxidant benefits.

#### **Advanced peptide blend**

Potent peptides reduce the appearance of wrinkles and renew surface cells to improve skin moisture and radiance.

#### **Cocoa & shea butters**

A blend of luxurious plant butters leaves skin touchably soft and intensely hydrated.

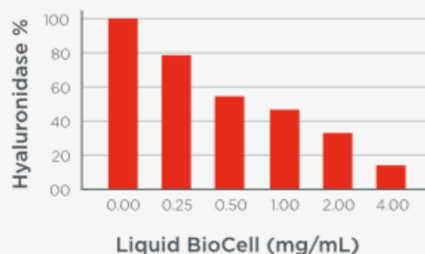
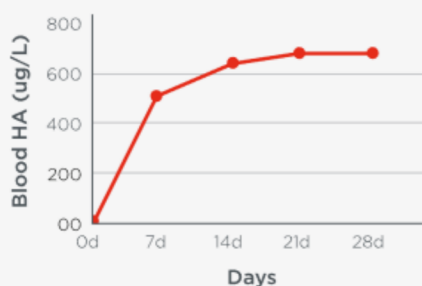
*"Modere CellProof rivals the most sought-after skin care products in the world. Paired with Liquid BioCell®, it creates a comprehensive beauty system based on multi-patented Collagen/HA Matrix® Technology to deliver dramatic results."*

#### **Dr. Kelly Mattone, MD**

Cosmetic physician, board-certified in physical medicine & rehabilitation

**Liquid BioCell®**

brings the same multi-patented technology behind cosmetic-grade BioCell Collagen in an ingestible form, clinically shown to increase hydration and reduce wrinkles from the inside while helping to renew skin elasticity and moisture. And that's just the beginning. Research shows a noticeable reduction in hyaluronidase, the enzyme that can cause skin aging.†



†These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.



## MODERE INSIDE-OUT COLLAGEN SYSTEM

For optimal results, pair Modere CellProof with award-winning Liquid BioCell®. This exclusive 360° approach delivers multi-patented Collagen/HA Matrix® Technology in both a topical (CellProof) and an ingestible form (Liquid BioCell), for noticeably more radiant skin. Used together, the overall benefits of these individual formulas is far greater than the sum of their parts. Make the Modere Inside-Out Collagen System your daily routine for radiant, healthy-looking skin. Because you deserve to look as vibrant as you feel.

## MODERE CELLPROOF



VISIBLY SMOOTH UPPER ARMS,  
THIGHS AND ABDOMEN

The complete line of Modere CellProof products includes targeted formulations for eyes, lips and body, to deliver the benefits of cosmetic-grade BioCell® collagen from head to toe.



- SCIENCE-BACKED, HYDRO-FIRMING FORMULA PROMOTES A VISIBLY SMOOTH, FIRM & TONED APPEARANCE
- TARGETS UPPER ARMS, THIGHS, ABDOMEN, DERRIERE
- ADVANCED REVITALIZERS HELP MOISTURIZE AND INCREASE THE APPEARANCE OF SKIN ELASTICITY

**Modere CellProof Body Firming Foam** combines BioCell Collagen® CG with advanced revitalizers including Macaline® Maca and Pro-Sveltyl OP® in a lightweight, hydro-firming formula to visibly tone, tighten and improve the appearance of cellulite and dimpled skin on arms, thighs and abdomen.

### KEY INGREDIENTS

#### BioCell Collagen® CG

This naturally co-existing matrix of hyaluronic acid and collagen peptides is shown to hydrate and moisturize skin for a smooth, renewed and youthful appearance.

#### Macaline® Maca

Extracted from a sustainably sourced Peruvian botanical renowned for its energizing properties, this active ingredient is high in polyphenols to improve the feel of skin firmness.

#### Pro-Sveltyl OP®

Rich in flavonols, this exotic sacred lotus extract helps reduce the appearance of skin irregularities, smooth the look of cellulite and visibly improve skin tone and firmness.

#### Peppermint oil

Natural peppermint oil soothes and freshens the skin with its gentle cooling sensation, so you can feel it working.

#### Pomegranate extract

This ancient, ruby-red fruit is rich in antioxidants that may improve the appearance of wrinkled skin and soothe dryness.

#### Meadowfoam

A nourishing botanical oil, meadowfoam moisturizes and conditions skin to provide visible smoothing and help retain moisture.





**VISIBLY PLUMP, SMOOTH AND  
SOFTEN LIPS**



- **NATURALLY ENHANCES THE LOOK OF LIP FULLNESS**
- **DIMINISHES THE APPEARANCE OF FINE LINES & CREASES**
- **VISIBLY IMPROVES FIRMNESS & SMOOTHNESS**
- **REJUVENATES, SOOTHES AND HYDRATES FOR ENVIABLY SOFT LIPS**

**Modere CellProof Lip Complex** is a multi-tasking serum that nourishes and conditions lips to naturally boost the appearance of plumpness, with patented BioCell Collagen® CG plus an advanced tripeptide blend, moisturizing apple extract and luxurious shea butter.

#### **BioCell Collagen® CG**

Our multi-patented, naturally co-existing matrix of hyaluronic acid and collagen peptides intensely hydrates and moisturizes lips, reducing the look of fine lines and wrinkles.

#### **Apple extract**

This natural moisturizing complex derived from apples provides instant moisture and leaves a smooth feel without tackiness.

#### **Tripeptide blend**

An advanced tripeptide blend hydrates and smooths lips to leave them looking plumped, firmer and fuller.

#### **Vitamin E**

This vitamin E blend helps soothe lips and lock in moisture.

#### **Shea butter**

Packed with essential nutrients like vitamins and fatty acids, this West African-derived botanical butter conditions lips to add softness, improve elasticity and protect skin's moisture barrier.

#### **Vitamin B derivatives**

Methyl nicotinate and niacinamide are vitamin B derivatives that induce temporary tingling to invigorate visible lip plumpness.





## WAKE UP TIRED-LOOKING EYES



- DIMINISHES THE APPEARANCE OF FINE LINES & WRINKLES
- RAPIDLY LIFTS & FIRMS APPEARANCE
- VISIBLY IMPROVES TEXTURE & TONE
- REVIVES THE LOOK OF TIRED EYES



**Modere CellProof Eye Cream** combines our award-winning BioCell Collagen CG with energizing ginger, pomegranate and natural caffeine to smooth and firm the look of fine lines and wrinkles for a radiant, youthful appearance.

**BioCell Collagen® CG**

Our multi-patented, naturally co-existing matrix of hyaluronic acid and collagen peptides is shown to intensely hydrate and moisturize skin, reducing the look of fine lines and wrinkles.

**Pomegranate seed extract**

Extracted from jewel-like seeds of pomegranate fruit, this botanical is rich in antioxidants that brighten the skin's appearance and may improve the appearance of wrinkles.

**Vitamin E**

Often taken supplementally, fat-soluble vitamin E helps soothe the look of puffiness and lock in moisture when applied topically.

**Coffee arabica seed extract**

Studied for its antioxidant properties, this prized plant extract delivers natural caffeine as it leaves skin soft and silky.

**Ginger root extract**

A slightly peppery, sweet herb, ginger root stimulates, nourishes and tones the look of delicate under-eye skin.

## THE RESULTS

Within five minutes,  
**88%\***  
noticed a  
**tightening effect**  
in their skin.<sup>†</sup>

After one week,  
**100%\***  
said their skin was  
more **hydrated**  
and **moisturized**.

After three weeks,  
**100%\***  
felt more **confident**  
in their skin.

After one month,  
**100%\***  
said they would  
**recommend the**  
product to friends.

\*Modere customers and independent representatives. CellProof Serum product trial participants were asked to complete a survey. Percentages are based on the number of post-trial survey responses received; not on the total number of product trial participants.



**SEE THE PROOF. INSTANTLY.<sup>†</sup>**



Volunteers who tested  
Modere CellProof products  
were astonished by the  
results. Now it's your turn.

**Experience our patented,  
award-winning cosmeceutical  
breakthrough.**

<sup>†</sup>CellProof Serum results within 5 minutes.

The information contained in this document is solely intended for the purposes of education and knowledge, and should not be used as medical advice. Modere, Inc. will not assume responsibility for how you use this information in the future.

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