

FOR IMMEDIATE RELEASE

BIOPHORA, *Science Made Simple*, Launches PURE "C"

Toronto, Ontario – September 15, 2005 – BIOPHORA, medically advanced skin care launches its new **antioxidant**, collagen enhancing topical vitamin C powder; BIOPHORA PURE "C". The Canadian owned and operated company manufactures a line of aggressive, result oriented products with specific protocols that target all skin types and improve a variety of skin conditions. The BIOPHORA PURE "C" product is the latest in a line of doctor supervised formulations that include natural and cosmeceutical ingredients that **challenge and promote cell renewal**. BIOPHORA exfoliating peels (lactic, glycolic and salicylic – professional use only) prepare the skin to absorb the line's active ingredients, nutrients and anti-oxidants, essential in the nourishment and healing of the skin.

Vitamin C is an **antioxidant**, that when applied to the skin is capable of neutralizing the harmful effects of the environment caused by excessive exposure to sunlight and air pollutants. BIOPHORA PURE "C" is a 100% pure topical vitamin C (L-ascorbic acid) - a **highly absorbable** agent effective for **increasing the production of collagen**. In addition to repairing the skin, BIOPHORA PURE "C" can assist in protecting the skin from future damage while improving the appearance of fine lines and refining the texture and tone of the skin.

For optimum results, BIOPHORA PURE "C" is mixed with BIOPHORA skin care products. The product comes with a tiny pharmaceutical measuring spoon. Mix 1 part BIOPHORA PURE 'C' to 4 parts of a compatible BIOPHORA product. Measurements can be adjusted to increase efficacy for each skin type based on personal preference.

It is especially recommended, for the most aggressive correction of the skin, to combine with a product having a pH of 3.5 or less, such as: BIOPHORA Bioactive Gel, AHA Active Gel or Gentle AHA Cream.

For a less aggressive regime use BIOPHORA PURE 'C' mixed with BIOPHORA Antioxidant Moisturizer, Day Protection SPF 30 or DermaRich Moisturizer.

BIOPHORA PURE "C" has a remarkably absorbent powder-like texture that dissolves instantly into the desired product so that it can in turn protect, nourish and rejuvenate the skin.

For more information contact Judi Argue at BIOPHORA Head Office at
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