

## Celebrities Get Their Hands on DNA

### **DNA Performance Skincare launches at celebrity-studded party in Toronto**

TORONTO, June 8 /CNW/ - DNA Performance Skincare™, a new, high-end line of anti-aging cosmeceuticals, made its official debut at the CTV Fall Launch party held at the Hummingbird Center for the Performing Arts earlier this week.

The star-studded event was the perfect way to introduce DNA Performance Skincare to the fashion and beauty world. "Exclusive to DNA is Nutraplex2C™ which contains NAC (N-acetylcysteine)," says Andrew Haber, President of Haber Dermaceutics and creator of DNA. "According to the Journal of Investigative Dermatology, NAC is the first and only antioxidant that has been proven, through human testing, to prevent changes to skin cells resulting from UV exposure. These skin cell changes lead to photoaging."

Nutraplex2C combines NAC with carnosine, a natural protein which scientists recently discovered can extend the life span of living cells. Using an experimental model of photoaging developed jointly by Haber Dermaceutics and Dr. Bruce Greenberg, a photobiologist at the University of Waterloo, it was discovered that carnosine can enhance the protective effects of NAC.

DNA Performance Skincare targets the symptoms of aging skin including fine lines, uneven complexion and decreased elasticity. NAC is absorbed by the skin and converted to glutathione, the foundation of the body's antioxidant defense system.

Celebrities were given the first opportunity to benefit from the DNA Performance Skincare line. Even the cast of CSI literally got to take home a DNA sample. Guests of the event included Carmine Giovinazzo (CSI: New York), Jonathan Togo (CSI: Miami), James Pickens Jr. (Grey's Anatomy); Steven Culp (former Desperate Housewives); BJ and Tyler (Amazing Race); Alex Trebek (Jeopardy); Ben Mulroney and Tanya Kim (Etalk Hosts); Ryan Malcom, Theresa Sokyrka, Gary Beals, and Farley Flex (Canadian Idol); Cassie Steele and the cast of Deglassi: The Next Generation; Victor Garber (Justice); Jeff Seymour (Jeff Ltd.); Amanda Crew, Adam Harrington and Ingrid Kavelaars (Whistler); and local Toronto rapper Kardinal Offishall among others. All of the celebrities received gift bags that included the new DNA eye cream, DNA Revive, and the response has been terrific.

Haber Dermaceutics is a Toronto-based, Canadian pharmaceutical company committed to producing revolutionary skincare products for both men and women. The Nutraplex2C antioxidant complex is patent-pending in the US and other international markets. The company has also developed two other active ingredients (Strataplex™, and Pentaplex™) which target age-related skin conditions. DNA Performance Skincare will be sold exclusively through physicians and specialty retail distributors. Currently, it is sold via the website [www.haberdermaceutics.com](http://www.haberdermaceutics.com).

For further information: or images, visit [www.haberdermaceutics.com](http://www.haberdermaceutics.com), or contact: Aimee Savard, LexPR Canada, (416) 542-9140 x3364, (416) 788-6719, [asavard@lexpr.com](mailto:asavard@lexpr.com)

