

Business

Active ingredient of skincare products discovered by accident

By Melanie Cummings
SPECIAL TO BURLINGTON POST

Andrew Haber could be every woman's and man's best friend.

He's a scientific superhero who's helping battle the evils of aging with a skincare line whose main ingredient was discovered by accident.

It was a bit of luck and a passion to help people with problem skin that set Haber on a path of discovery and enterprise.

"As a result of developing psoriasis as a child, it made me sympathetic to people with problem skin and it has always been a dream of mine to make a contribution to the field," said Haber.

His contributions go by the multisyllabic trademarks Nutraplex2C, Strataplex and Pentaplex. The skincare line is more simply named DNA Performance Skincare. The same goes for the company, which is called Haber Dermaceutics.

While studying the role of antioxidants in diabetes during his graduate training at the University of Toronto, Haber noticed the therapeutic effects of an amino acid and potent antioxidant called N-acetylcysteine, or NAC.

Antioxidants are substances that neutralize free radicals. It's those pesky free radicals from sun exposure, pollution and natural processes that cause damage to skin causing age spots and wrinkles.

But Haber discovered that the sun couldn't destroy NAC and that skin could absorb it. In fact, he noticed that NAC was three times better at protecting skin than vitamin C.



SKIN DEEP: Burlington's Andrew Haber recently launched a new line of skincare products at Skinworks on Lakeshore Road. He discovered the formula for the products by accident while studying antioxidants at university.

Liesla Kortmann — Burlington Post

So he teamed up with photobiologist Bruce Greenberg at the University of Waterloo and put together an experimental model of aging skin to better test the secrets of NAC.

"We also determined that the protective effects of NAC could be

enhanced by combining it with a peptide known as Carnosine."

Using cutting-edge technology and safe and natural ingredients he's developed seven skincare formulas that repair and prevent skin damage resulting from environmental exposure, reduce the appearance of fine lines, uneven pigmentation, decreased elasticity and puffiness around the eyes.

"After three weeks of daily use we found that 73-93 per cent of women experienced improvements in the appearance of their fine lines, complexion, moisture, and elasticity," said Haber.

With this discovery, a patent was filed in January of 2005 and Haber created his own company.

The DNA line is currently only available to

the public through a small group of local specialty retailers including Skinworks on Lakeshore Road. (Log on to www.haberdermaceutics.com for other locations and information.)

"Skinworks owner Brenda Hunter was very helpful during the three years it took to bring this product to market, so I am proud to say that the DNA line is also available at her store," said Haber who was born and raised in Burlington. He now lives in Toronto.

As for future plans, a second generation of products featuring an encapsulated time-release version of Nutraplex2C will be launched in the new year.

"Our mission is to develop new products that prevent and reverse the aging process from the inside out," said Haber.