



# ALPHA EON®

## **ALPHA EON Launches PROVOQUE™ Facial Serum**

*Innovative Stem Cell-Derived Product Helps Reduce  
Signs of Aging in as Little as Two Weeks*

**IRVINE, Calif., May 4, 2016** – ALPHA EON Corporation today announced the launch of PROVOQUE™ Facial Serum, a patented stem cell-derived formula that helps address the visible signs of skin aging.

PROVOQUE Facial Serum is a stem cell-conditioned media containing growth factors secreted by stem cells. Packaged in an easy to apply cosmetic formulation, PROVOQUE Facial Serum improves the appearance of wrinkles, skin firmness, softness and radiance.

PROVOQUE Facial Serum has been developed by AiVita Biomedical Inc., a biotechnology company with a solid trajectory in stem cell research, and will be commercialized through ALPHA EON Corporation, a social commerce company in lifestyle healthcare.

“Thanks to our unique in vitro culture system, PROVOQUE Facial Serum has over 25 stem cell-derived growth factors, which can help improve the appearance of the skin,” said Hans Keirstead, PhD, CEO of AiVita. “The technology utilized in PROVOQUE is backed by two clinical evaluations confirming the product’s performance.”

The larger of the two studies will be published in this month’s issue of the Journal of Drugs in Dermatology: “Human Stem Cell-Derived Skin Progenitors Produce Alpha 2-HS Glycoprotein (Fetuin): A Revolutionary Cosmetic Ingredient.” The study examined the effect of human stem cell-conditioned media containing stem cell-derived growth factors on aged skin for 12 weeks. The results showed that the evaluated parameters (appearance of wrinkles, firmness, radiance, texture and softness) improved in as early as two weeks. The appearance of wrinkles improved in as early as 14 days, with significant results after 56 days.\*

“We are proud to continue to grow our beauty product portfolio by adding an innovative product like PROVOQUE,” said Chris Marmo, PhD, President of Beauty, ALPHA EON. “Our partnership with AiVita Biomedical underscores our commitment to deliver breakthrough beauty solutions, and we look forward to expanding our product portfolio with this novel technology.”

ALPHA EON recommends speaking to a board-certified physician about these products. To learn more about the new line and find a physician who carries it, please visit [www.alphaeon.com](http://www.alphaeon.com).



# ALPHAЕON®

## **About AiVita Biomedical**

AiVita Biomedical is advancing commercial and clinical-stage programs utilizing curative and regenerative medicines. Built upon expertise in stem cell growth and directed, high-purity differentiation, AiVita Biomedical has engineered safe, efficient and economical manufacturing systems to support the development and commercialization of curative and regenerative medicines.

## **About ALPHAЕON Corporation**

ALPHAЕON Corporation is a social commerce company with the goal of transforming self-pay healthcare by bringing to market highly innovative products and services to promote consumer wellness, beauty and performance. The company works in partnership with board certified physicians ensuring access to leading advancements in lifestyle healthcare. For more information, please visit [www.alphaeon.com](http://www.alphaeon.com).

## **ALPHAЕON PRESS CONTACTS:**

Jenna Mons Senior Vice President of Marketing and Communications

Tel: +1-904-343-3449

Email: [press@alphaeon.com](mailto:press@alphaeon.com)

Faith Paris

Spark for ALPHAЕON

Tel: +1-646-291-6015

Email: [alphaeon@sparkpr.com](mailto:alphaeon@sparkpr.com)

## **ALPHAЕON INVESTOR CONTACT:**

Ashwin Agarwal, Vice President of Investor Relations and Finance

Tel: +1-949-284-4730

Email: [IR@alphaeon.com](mailto:IR@alphaeon.com)

\*Data on File with ALPHAЕON Corporation

###