

What are AFAs™?

AFAs are a new, unique, and fully patented (U.S. Patent # 6197317) cosmeceutical. In fact, AFAs, we believe, are the first cosmeceutical to be patented in this millennium. AFAs are based on the same natural acidic amino acids that serve to retain moisture in human skin. They are also potent antioxidants and extremely helpful against photo pigmentation. They are remarkably free of irritation at effective pH levels. AFAs are the first cosmeceutical ever to utilize these valuable acidic amino acids as part of a skin care regiment. Independent Board Certified Dermatologists and Plastic Surgeons have clinically tested AFAs for over three years and there have been no adverse incidence reported as a result of their use.

“AFA” is an acronym for Amino acid Filaggrin based Antioxidants. Filaggrin is a protein that occurs in the upper layer of the skin, the epidermis. Filaggrin is metabolized in the epidermis into several acidic amino acids, and these amino acids are the primary agents responsible for the skin’s ability to retain moisture. They are also the same amino acids used to produce AFAs.

AFAs Have 7 Unique Advantages as Topical Anti-Aging Cosmeceuticals:

- 1. AFAs promote greater moisture retention in human skin**
- 2. AFAs have 3 fold greater antioxidant potency**
- 3. AFAs are very effective exfoliants**
- 4. Patients notice visible improvement quickly (often within a few days)**
- 5. AFAs are more powerful against photo-pigmentation**
- 6. AFAs have little irritation when compared to AHAs**
- 7. AFAs are not photosensitizing**

AFAs Promote Greater Moisture Retention

The naturally occurring acidic amino acids in the skin constitute what is generally described as the “primary moisture retention factor of human skin.” In heavily oxidized, sun damaged skin, acidic amino acids are markedly decreased and Moisture retention is also significantly reduced. An independent, university study described that these acidic amino acids, the same ones that are used in AFA Gels, are capable of penetrating into the stratum granulosum and significantly increasing moisture retention by as much as three fold. This logically accounts for the dramatic increase in moisture retention of the skin and would account for some of the decrease in visible lines seen with the use of the AFA Gels.

AFAs Are Potent Antioxidants

AHAs are generally viewed as exfoliants, although they have some antioxidant qualities due to single carboxyl group that is part of their molecular structure. The carboxyl group has the positively charged hydrogen ion that has the ability to combine with the singlet oxygen that is responsible for the damaging oxidation of the skin. AFAs are Tri-carboxylics; they have three carboxyl groups rather than the single group of the AHAs, and thus have three fold the anti-oxidant qualities. We feel that this may account for the dramatically enhanced anti-oxidative effects of AFAs compared to other cosmeceuticals.

AFAs Are Effective Exfoliants

AFAs are very effective exfoliants because they are able to combine a low pH with a small molecular size. The pH of our AFA Gels is below 2.0 and the molecular weight of AFAs under 100. This is a small enough molecule to penetrate into the skin and a low enough pH to be an effective kerolytic.

The Visible Effects of AFAs Occur Quickly

It is not unusual to hear someone say, “Patients have no patience.” Patients want quick, if not immediate, results. AFAs offer exactly that to your patients. Patients will often notice an improvement in their skin within the first few days to a week. This is likely due to the immediate increase in moisture retention of the

skin. This immediate improvement helps motivate the patient to stick with the program long enough to address more significant issues like photopigmentation. Clinical reports indicate that photopigmentation also improves more quickly than with other cosmeceuticals, perhaps due to the combined effect of potent anti-oxidation and exfoliation.

AFAs Are More Effective At Improving Photo-Pigmentation

Clinical reports back to exCel Cosmeceuticals have been very positive as far as AFAs improving photopigmentation. In many cases, physicians have reported superior results to what they have seen with prescription hydroquinone formulations. As stated above, this is perhaps due to the combined effects of anti-oxidation and exfoliation. It has also been theorized that because AFAs are far less irritating, patients are able to tolerate higher, more effective strengths than they would be able to with AHAs.

AFAs Have Little Irritation Compared to AHAs

There is little irritation with the AFA Gels when compared to even neutralized AHAs. This may be due to the effect of the amino group that is retained in the AFA molecule, which might modify the causticity of the AFAs without changing the overall pH of the molecule. The addition of purines to the AFA Gels also serves to attenuate any potential irritation or causticity.

AFAs Are Not Photo-Sensitizing

No instance of photosensitization has been reported as a result of the use of AFAs. This may be due to the fact that some of the degradation bi-products of acidic amino acids in the skin, such as Urocanic Acid have long been recognized to be "Natural UV filters."

In summary, AFAs represent an entirely new and uniquely effective cosmeceutical. AFAs are represented at the high end of the cosmeceutical market, not necessarily a replacement for the workhorse cosmeceuticals your patients may have been using, but "**a step up.**" With respect to moisture retention, decrease in photo-pigmentation, anti-oxidative effect, immediate results, low irritancy, and patient acceptance, AFAs certainly are a "**step up**" for your patients.

The AFA Program

The AFA program is a simple and effective antioxidant skin rejuvenation program. Nevertheless, AFA formulations will only be dispensed by dermatologists and plastic surgeons. There are many factors that have to be evaluated when prescribing the anti-oxidant formulation. Coexisting skin conditions such as rosacea, and actinic keratoses, etc. need to be assessed. Also, the evaluation of other products and/ or pharmaceuticals a patient is currently using. Finally, the patient needs careful instruction and monitoring to insure that they use AFAs properly and achieve the maximum benefit from their product.

The simplicity of the program is very important. Too many steps in a program there will result in poor patient compliance, and therefore inadequate results. The AFA program can be as simple as cleansing and using a moisturizer in the morning, then cleansing and using an AFA Gel in the evening. Adding the AFA In-Office Peels on a regular basis can significantly accelerate the benefits and is strongly recommended. Other ancillary products can be added to address specific patient needs.

Patient Selection for the AFA Program

Patient selection for any skin care program is very important. What makes so many dermatologists and plastic surgeons so successful with their skin rejuvenation programs is their experience in recommending the proper program or procedure to address a patient's specific needs. AFAs have been used successfully on all skin types, including Asian and African American skin. There have no reports of any secondary, post-inflammatory hyperpigmentation with AFAs, so AFAs are safe to use on any skin type. Still there are certain patient types that will benefit more from AFAs than others:

1. **Patients looking to address photo damage and photo pigmentation.** AFAs have shown fabulous results for patients with photo-pigmentation. Several clinicians have reported what they feel are better results with AFAs than with prescription strength hydroquinones.
2. **Patients with sensitive skin.** AFAs are far less irritating than AHAs, and therefore can be better tolerated by sensitive patients. Still, AFAs are completely unneutralized and have a very low pH, so patients can still achieve the results that they expect.
3. **Patients with very dry skin.** Patients that have experienced excessive dryness with the use of AHAs will often do very well with the AFA program.
4. **Patients with darker or more reactive skin types.** Patients with African American skin or with Asian skin where there has always been a risk of hyperpigmentation with the use of AHAs. As stated above, there have been no reports of problems in these skin types with the use of AFAs.
5. **Patients going through Microdermabrasion.** As opposed to simply a moisturizing or "healing" daily skin care program that most microdermabrasion companies offer, the AFA program offers a non-irritating, active and effective daily skin care program that will enhance and accelerate the results of the microdermabrasion.
6. **Patients looking for something new.** Although this is not a patient type, per say, this is probably the most important group of patients that can benefit from the AFA program. Patients that have been on a glycolic program for years, even if they have had good results, will at some point begin to ask what is new or inquire about what are the latest products they can use. The AFA program provides your office with the latest in skin care programs that will maintain the satisfaction of these patients.

Technical Instructions

In-Office AFA Antioxidant Applications

The in-office application of more concentrated Gel “peels” by trained office personnel dramatically advances the cosmetic response and effectiveness of the AFA program. These in-office applications are called "AFA - Antioxidant Facials Applications". The Gels for in-office application come in strengths designated as 20, 30, 40, 50 and 60. The numbers do not represent molecular concentrations; rather they approximate the pH levels of alpha hydroxy acid formulations that, in fact, use those numbers as percentages.

It is the physician's or trained staff's discretion as to the strength to start with, however, keep the patient's own goals in mind when deciding what strength to use. Starting low and building up in strength is recommended. Strengths 20 through 40 are highly effective for improving the tone, texture and appearance of the skin. Moving the patient to 50's and 60's are often better reserved for problematic photopigmentation.

A suggested protocol is that patients have weekly Facial applications starting with two 20s two 30s and two 40s, depending on their response. They may then proceed to the higher Facial strengths at the patient's and the physician's discretion. Many patients continue to have weekly or bi-weekly Facials long after the initial six! Returning monthly, after the initial six, is a minimum recommendation.

When dealing with photo-pigmentation on darker complexions, or African-American, Asian, or Indian skin tones there are a few additional considerations. It is highly recommended that patients with these skin types be started with the lowest strengths and progressed up slowly. During the course of treatment of these skin types, a slight darkening of the more photo-pigmented areas of the skin may be observed. This is not pigmentation, but is merely the precedent to the exfoliation of these areas. The Gel can be discontinued for the day or so that it takes for these areas to exfoliate. Results from the use of AFAs for these pigmentary problems have been exceptionally good and there has not been a single instance of hyper-pigmentation. Many patients, of all complexions, have also reported dramatic improvement in photo-pigmentation on the backs of their hands or other areas of the body.

We make no health claims for AFAs. We have, however, received unsolicited reports from our physician clients that AFAs are quite helpful when used on patients with rosacea, seborrhea, or mild acneiform conditions. AFA Gels should, however, never be used on irritated or eczematous skin.

AFAs are not "just for women". Although men are a bit less likely to request a cosmetic agent, they appreciate the benefits of AFAs and are avid users of our AFAs.

In-Office Facial Peel Instructions

Each two-ounce bottle of Facial Gel is sufficient for 20 to 25 facial applications and comes with a package of waffle pad applicators. The patient should avoid using their AFA Gel the evening before their Facial Peel. Using the pH adjusted cleanser and tepid water the patient removes all traces of make up and the skin is gently patted dry. A good tip is to use the Toner Mist on the skin at this point to ensure all make up is removed. **It is important to use non-latex, powder-free gloves to avoid any potential latex allergy complications for the patient.** The small fabric pledget (provided) is then moistened with sufficient gel, a few drops will do to start. It is good technique to begin to apply the Gel at the periphery of the face and move central. The Gel should be layered on the skin, not rubbed into the skin as if sometimes recommended for glycolics. Try to apply the Gel evenly, but slight differences will not affect the final result. If the pledget starts to get dry, it is fine to add a couple of drops to finish the application. Be sure not to apply too thickly under the eyes, generally the most sensitive are of the face. The gel may be feathered into the neck area and quite near the lower eyelids. Leave the Gel on the skin for 3 to 5 minutes and then mist to soothe the face before having the patient rinse with liberal amounts of water.

While the gel is in place the patient will notice only a slight stinging or tingling. Having a small hand held fan can make the patient more comfortable.

During the time that the Gel is on the skin, the nurse or physician should observe the skin for signs of more than the slight erythema that is to be expected. It is rare to observe any marked erythema from AFA Gels. If such is the case, however, the Gel should be promptly rinsed off with cool water or diluted in that specific area with the Toner Mist. Within an hour after the facial the skin should look tighter and have a glowing quality. Ideally the patient should wait about ½ hour to 1 hour before reapplying their Moisturizer and then, if desired, their make-up. They should not use their Home Gel product on the evening after the Facial. In the rare event of erythema that persists more than an hour or two, a bit of cortisone cream (Westcort etc.) may be prescribed. Irritation is almost unheard of with the 20, 30 or 40 concentrations. If the patient has an important social engagement on the evening after the facial, avoid using the 50 and 60 Gels on those occasions.

Additional Considerations

It is a good idea to find out certain bits of information from the patient before applying the AFA Facial Peel:

1. How did the patient's skin react after their previous application? Was there any persistent redness? Was there any significant dryness or flakiness? The answers to these questions will help you in determining when to move up in strength for the specific patient.
2. Has the patient had any significant environmental exposure in the past few days? Significant time outside in the dry winter air? Any significant sun exposure or tanning booth usage? These are important because a patient's skin may react differently to the AFA Facial Peel than previously due to these exposures.
3. Have there been any other significant changes in the patient's skin recently? Often simple changes in cosmetics, fragrances, and hair care products will cause unexpected skin reactions that should be addressed before proceeding with the AFA Facial Peel.
4. Does the patient use other products with high concentrations of Glycolic acid (such as Glyquin)? It is important to avoid these products when used in combination with high percentage AFA products. Excessive irritation may occur.

AFA Clay Peel™ Professional Use Only Office Guide Update 12/02



Certain rare earths (clay) have been proven to increase the effectiveness of cosmeceuticals by placing certain ingredients in closer contact with the skin.

exCel Cosmeceuticals new AFA Clay-Peel combines the outstanding features of AFAs with a unique, 2 step application process that provides unparalleled results for doctors and their patients.

An AFA clay mask is applied to the skin as a first step pre-exfoliating the skin and drawing out oils impurities in the skin. The AFA Peel, an optimum strength of the AFA antioxidant facial peel, is then applied. We are confident you will see it as a necessary part of your cosmetic armamentarium.

Helpful Information Before You Get Started:

The goal of this peel is to push the envelope of the superficial peels. There still should still be no “down time” for the patient with this peel, but this is a more aggressive approach and care in patient selection should be taken. Accutane patients are contraindicated, as with any peel. Rosacea patients and patients with dry, sensitive skin may not be good candidates for the Clay Peel. Patients with a history of herpes should be pretreated with standard protocols used used in the office and should be made aware of the rare, but potential risks. When beginning, we suggest you start conservatively. Monitor the patients skin carefully, once you gain experience with the Peel, you will be better able to modify the application to meet the individual needs of your patients.

- Use non-latex, powder-free gloves while applying the two step procedure.
- Tongue blade or applicator (supplied) may be helpful in application.
- The AFA Toner Mist and the AFA Cleanser are helpful to use with this procedure.
- A sponge, towel or gauze will be helpful to remove the clay.
- There is enough AFA Clay Peel product to provide 8-10 applications when applied to the face.
- The AFA Clay Peel may be applied to the face, neck and chest areas. Note, the skin of the neck and chest are sensitive, so be conservative in these areas.

Helpful information for the patient before getting started:

- The patient should be instructed not to use their AFA Gel or any other exfoliating product (including Retin A and retinols) the evening before the procedure as well as the evening of the procedure.
- Men should avoid shaving immediately before the procedure

Instructions: Step 1 (AFA-Clay Mask)

Gently stir the Clay Mask if necessary.

Cleanse the patient’s face with the AFA Cleanser. If not using the AFA Cleanser, use a mild, non-drying cleanser. To avoid abrading the skin, apply cleanser with gloved fingertips, not gauze or a cloth. Make sure all make-up is removed. Rinse the skin with cool water and blot (do not rub) the skin dry.

Apply the AFA Clay evenly to the skin in a thin, but not opaque, layer. The Clay can be applied using the applicator blades provided, a tongue blade, or gloved fingertips. The Clay can be applied up to the periorbital bone under the eyes. Avoid contact with the eyes. The clay mask is usually left on 5-6 minutes.

The AFA Toner Mist is ideal for moistening the AFA-Clay prior to removal. Spray a light amount of the Toner Mist on the face, just enough to re-moisten the AFA-Clay. The Clay is then gently removed with a wet

sponge, soft cloth, or gauze. Misting or blotting the skin can help in removing any last remaining clay. With some patients, it may be necessary to have them do a final rinse by splashing with tepid water at the sink.

Pat the skin dry using a soft towel (again, do not rub). Allow the skin to air dry for several minutes before proceeding to step 2.

Instructions: Step 2 (AFA Peel)

Apply the AFA Peel in a thin, even layer to the skin. Start application at the periphery of the face. Apply to the sensitive areas under the eyes and the nasal labial folds last. The peel can be applied with the supplied pads, gloved fingertips, brushes or swabs. It is important that the peel is applied in a layer on the skin, not rubbed into the skin. The peel is usually left on the skin 1-2 minutes.

Monitor the skin for any signs of irritation or redness. If any significant erythema or discomfort exists, immediately dilute that area of the skin with cool water.

After the appropriate time, remove the peel by rinsing with tepid water. If using wet gauze, cloths or sponges to remove the peel, be gentle to avoid physically abrading the skin. The AFA Toner Mist can be applied as a final cooling application to the skin. Gently apply the appropriate moisturizer and/or moisturizing sunblock. The use of a sunblock is strongly recommended.

What the patient can expect:

If appropriate patient selection has been done, the patient should experience some redness for only a couple of hours after the procedure. The patient will notice an immediate improvement in the smoothness, touch and texture of the skin. Improvements in fine lines, dryness and photo-pigmentation occur after several applications, thus the AFA Clay Peel is usually recommended as a series of 6 or more applications. Two weeks between applications is appropriate for most patients. Some exfoliation or flaking of the skin can occur for 24-48 hours after the procedure. If there is any persistent erythema or irritation, the patient should contact the physician's office and a mild steroid cream might be warranted.

Warning: For external use only. Avoid eye contact. Rinse with cool water in the event of eye contact. Store at room temperature. Keep out of reach of Children. The use of a sunscreen is recommended. Made in the USA. Patent 6,197,317 Patents Pending.

12/02

The Home Program

The AFA Program is very easy to follow. There are three strengths of the AFA Gels, MILD, PLUS and MAX. Their pHs are comparable to fully active 6%, 11% and 15% aha formulations, yet they are free of the irritations associated with these products.

EVENING PROTOCOL:

For only the initial evening application, the Gel should be left on the skin for only a few hours. In the evening, cleanse the skin with the Cleanser, rinse and pat dry. Apply the Gel to the face sparingly and allow it to dry. The Gel may be applied with the fingertips to all areas of the face avoiding, of course, direct eye contact. (Many patients apply the Gel to the backs of their hands to erase photo-pigmentation in those areas.) About 3 to 4 drops of the Gel is enough for a full-face application. The Gel should be cleansed from the face with the Cleanser after no more than four hours and then an appropriate Moisturizer should be applied.

If there is no irritation or reaction to the first application (extremely rare), then subsequent applications of the AFA Gel in the evening should be left on overnight. There should be nothing applied over the Gel (the moisturizer is used the first night only because the patient has recleansed their face to remove the Gel).

MORNING PROTOCOL:

Cleanse the skin thoroughly with the cleanser, rinse and pat dry. Apply the Moisturizer that was selected for your skin type (see moisturizers following.) Allow the moisturizer to dry thoroughly before applying a sunscreen and cosmetics.

After patients have become accustomed to their Gel at night and are not experiencing tingling or slight exfoliation, they can be encouraged to use the Gel during the day as well as at bedtime. The nighttime application of the AFA Gel is the most important and the most effective, but patients can benefit from using the AFA Gel in the morning as well. They may apply the Gel after cleansing in the A.M. Wait for the Gel to dry and to penetrate into the skin. Then they can apply their moisturizer, sunscreen and cosmetics.

After anywhere from one to three months the patient may be moved up to the next AFA Gel concentration, and so on. Only simple common sense is necessary to the successful use of the AFA program; decreasing and increasing the use of the Gels so that there is a steady improvement in appearance without undue problems.

Additional Considerations

We are often asked if our AFAs can be used in conjunction with other skin care products and medications, such as Retin A, hydroquinones and other bleaching products, and even AHAs.

First remember what we stated at the beginning of this section. The simplicity of a program greatly enhances patient compliance and therefore enhances patient results. By adding steps or outside products to the program, you increase the complexity of the program, increase the potential for reactions, and decrease patient compliance.

Do not mix the AFA Program with any acid skin care product. AFAs are completely unneutralized and have a very low pH. Adding AHA or BHA products to the program can cause significant reactions and should not be done.

Using the AFA Program with Retin A, retinoids, hydroquinones and other bleaching agents has not been studied. The use of these products with the AFA Program has to be left up to your office's professional experience.

Using AFAs with Microdermabrasion

AFAs have found a natural fit for use with microdermabrasion or particle peel. The feedback from our customers has been outstanding and we feel that we have a very complimentary product. Patients undergoing this procedure need a skin care program that will not cause additional irritation to already tender skin. Practices need an effective skin care program that will accelerate and enhance the effects that patients expect from microdermabrasion. What will set a practice apart from the practice across the hall or down the street, or even the salon down the street, is the quality of the daily skin care program that a practice provides for their patients to go with microdermabrasion.

AFAs are outstanding for use with microdermabrasion because they are highly effective, yet with little irritation. There have been two ways that AFAs have been use with microdermabrasion.

1. The home care regimen has been outstanding for use with microdermabrasion. The AFA Gel Mild is an active, effective product that will enhance and even accelerate the benefits patients are looking for from their microdermabrasion procedure. The Cleanser, Moisturizers, and Toner Mist all are gentle, non-comedogenic products that are perfect compliments to both the microdermabrasion procedure and the use of the AFA Gel. In fact, we have put together an AFA Microdermabrasion Kit:

The AFA Microdermabrasion Kit

Contains four products found to be uniquely useful with microdermabrasion:

- **AFA Gel Mild** – a non irritating antioxidant and exfoliant that will maintain and accelerate the benefits the patient expects from **microdermabrasion**
 - **TonerMist**—a spring water toner to soothe and cool the skin after **microdermabrasion**
 - **Cleanser** with Vitamin C and Dead Sea Minerals – a great, gentle, non-soap cleanser
 - **Moisturizer** – a rich, non-comedogenic moisturizer to help the abraded skin to retain vital moisture
2. The second way that AFAs have been used in conjunction with microdermabrasion is significantly more aggressive, but has had outstanding results. The microdermabrasion peel is combined with a low strength 20 AFA peel. This can be a great tool to use for patients that have tough, non-sensitive skin. For patients that are not progressing the way that you or they would like to with just the microdermabrasion, this combination procedure can be tremendously effective. The protocol for this combination is provided in more detail on the following page.

Whichever one of these protocols is a better fit for your particular practice, start conservatively to get a feel for the way these products can work with your microdermabrasion machine. As you get more experience with the combination you will be able to better adjust the program to address patient needs and expectations.

Suggested Protocols for AFA Peel with Microdermabrasion

It is important to remember that these are suggested protocols. Because of the tremendous number of different machines out there, each with its own characteristics, it is impossible to study AFAs with each of these and set a hard and fast protocol. By all means, start conservatively, to get a feel for how the products work with your machine and then adjust to fit your needs or the patient's needs. We do not recommend that you start a new patient with this combination procedure. It is best to have the patient have a few microdermabrasion procedures alone first. This way you will get a feel for how that specific patient's skin reacts and you can better judge whether the patient is a good candidate for the combined procedure.

Microdermabrasion Followed by AFA Peel

1. **The patient should receive a light to moderate microdermabrasion.** The best way to quantify this for different machines is use a light to moderate setting and only one or two passes of the skin. Be aware that degreasing a patient with alcohol or acetone will make the patient more sensitive to the AFA peel when it is applied. Degreasing is often done to help prevent the microdermabrasion machine's filter from clogging. We would not recommend degreasing as part of the combination procedure.
2. Cleanse any residual crystals from the face with the AFA Cleanser, using tepid water, being sure not to rub the skin too aggressively, and blot the skin dry gently.
3. Apply a 20 AFA peel to the face, layering the gel on the skin. **Do not rub the peel into the skin.** The patient will definitely feel irritation at this point and there will likely be erythema. The irritation should subside substantially after 15 to 30 seconds. Rinse the peel off after 1 minute using lots of tepid water. If the patient does well, the peel can be left on for 2-3 minutes when returning for future peels. If the irritation does not subside significantly after the first 15-30 seconds, it is best to rinse the peel off at this time, rather than waiting the full 1-minute.
4. After rinsing, use the AFA Toner Mist to further soothe the face and then apply the AFA moisturizer of the patient's choice. Patients have reported great success by using the TonerMist as often as necessary to soothe the skin for the remainder of the day. Just mist the skin whenever the skin begins to feel uncomfortable. If the erythema is significant, some hydrocortisone can be applied.
5. Patients can use their cleanser and moisturizer that evening as well as the morning and evening of the next day. Patients should wait 48 hours before resuming the use of their AFA Gel on a nightly basis. It is recommended that the patients stick to the Gel Mild while participating in the peels. It is also strongly suggested that the patient not use their gel the night before or the morning of their peel, just use cleanser and moisturizer.
6. The more aggressive the microdermabrasion or the use of the AFA peel, the greater the likelihood of significant peeling for the patient over the next few days, sometimes even to the point of creating some "downtime" for the patient. To avoid this, stick to the light to moderate microdermabrasion and the 20 AFA peel.

AFA Peel Prior to Microdermabrasion

1. Having an AFA peel prior to microdermabrasion is an alternative to the above protocol. An AFA peel, anywhere from a 20 to a 40 in strength, right before the microdermabrasion theoretically soften the keratin bonds between the dead surface skin cells, making the microdermabrasion treatment more effective.
2. The patient's face should be cleansed with the AFA Cleanser and blotted dry. The AFA peel is applied to the skin, layering the gel on the skin and not rubbing the gel into the skin. Rinse the peel from the face after 3 minutes initially (on subsequent visits, if the patient tolerated the combined procedure well, the peel can be left on for up to 5 minutes).
3. Give the patient's skin a few minutes to calm after the peel and before the microdermabrasion. Using the AFA Toner Mist at this time can be helpful.
4. Once again, the microdermabrasion procedure should be a light to moderate procedure. After you get a feel for how the patient's skin will react to the combination procedure you can make a decision to be more aggressive with subsequent visits.

Regardless of whether a patient has this combination peel done or just microdermabrasion alone, the value of the AFA home program cannot be emphasized enough. With so many practices doing microdermabrasion, what will set a practice apart from the rest is the quality of the daily skin care program it uses to compliment the microdermabrasion. Using a gentle, yet highly effective exfoliant to complete what the microdermabrasion procedure has started will accelerate and build upon the benefits if the microdermabrasion procedure.

AFA Products

AFA In-Office Treatments

AFA Facial Peels in strengths of 20, 30, 40, 50 & 60 - Highly concentrated AFA formulations administered in-office, by trained medical personnel. Available in graduated strengths: 20, 30, 40, 50 and 60. The peels are packaged in a 2oz (60cc) bottle and are shipped with a package of round cotton waffle applicators. The peels may be applied with gauze, cotton swab applicators, or even gloved fingertips (non-latex, powder free), however, we have found that the waffle pads absorb very little of the peel, so there is little waste. They are designed to accelerate the beautifying effects of the home treatment regimen.



AFA Clay-Peel – A two-step in-office application that is intended to optimize both the exfoliation and peel benefits, as well as the antioxidant benefits of AFAs™. First, the AFA rare earth clay mask is applied to draw out impurities in the skin. Next, a specially formulated application of the AFA antioxidant facial peel is applied. The result will be a dramatic improvement to the skin without the patient experiencing any downtime!

Home Use Products AFA Gels

The AFA Gels are the active products that the patient would use at home on a nightly basis. Designed to be suitable for all skin types, they are available in three strengths, Gel Mild, Gel Plus and Gel Max. The pH's are comparable to those of fully active 6%, 11% and 15% aha formulations, yet they are free of the irritations associated with these products. They are the foundation of the home treatment program. Daily applications will result in a visible improvement of the skin. The AFA Gels are composed of natural elements and have been clinically proven to be non-comedogenic and hypoallergenic.

Gentle Cleanser

The Cleanser is an ideal cleansing complement to the AFA Gels. The pH of the cleanser has been adjusted to match that of the skin, using L-Ascorbic Acid (Vitamin C) and Dead Sea Minerals, and helps to promote the natural defenses of the skin. It is gentle, hypoallergenic and non-comedogenic yet effectively removes the most stubborn make-up residue. Designed especially to enhance the effectiveness of the AFA program, the cleanser is also compatible with any other commercially available cosmetics. It is very concentrated and only a few drops are needed for a thorough facial cleaning.

Moisturizers

The Moisturizers are intended to be used by patients during the day, with the active AFA Gels being applied at night. They are hypoallergenic and non-comedogenic and there are three variations to work with different skin types:

Moisturizer: It is based on an emulsion that has been used for decades as a medication vehicle in virtually every university dermatology service in the world. Fortified with L-ascorbic acid (Vitamin C), Purines, and Dead Sea Minerals, it is elegant yet powerful. This moisturizer is ideal for patients with normal to dry skin types. Patients should be encouraged to only use small amounts, but as often as necessary.

Oil Free Moisturizer: Designed to be suitable for light but effective moisturization with a pH that is compatible with the Program. Fortified with Vitamin C, Purines and Dead Sea Minerals providing additional anti-oxidant qualities. It is as elegant as any designer cosmetic, and more effective than many heavier formulations. This moisturizer is ideal for patients with oily skin. Many patients elect to use this formulation when they are "on the go," because it absorbs in quickly, and to use the regular Moisturizer or the Barrier Moisturizer at other times.

Barrier Moisturizer: Truly unique with a variety of applications. Patients who are properly introduced to this amazing Moisturizer absolutely become addicted to it! It is also based on a dermatology vehicle that has been used by university dermatology services for decades. Guaranteed non-comedogenic. It is especially dramatic when applied around the eyes and on the eyelids, since it acts as an almost complete barrier. All of the moisture in these areas is retained and small residual lines tend to become less obvious within an hour or so. Dispense a very small amount and melt into the fingertips for a few seconds before applying it to the facial skin. Massage it into the skin very gently and allow it to dry for a few minutes. It also is a wonderful barrier for use as a hand or foot cream or for use on dry and brittle cuticles. Surgeons and skiers love the Barrier Moisturizer.

Toner Mist

Designed with a patented spray system, the Toner Mist is a spring water mist with no alcohol. It is fortified with Vitamin C, Dead Sea Minerals and natural moisture retaining agents. It can be used to set make-up, retain moisture or refresh the skin. It is great to soothe and cool the skin after a Facial Peel Application or after Microdermabrasion.

Gentle Eye Cream

Fortified with Vitamin C, purines and Dead Sea Minerals, the eye cream is extra gentle yet provides maximum protection around this most delicate area of the face. Use very sparingly. A patient favorite.

exZit

An AFA Gel designed to be used as part of an acne or rosacea program. It has low, but effective, concentrations of AFAs and Vitamin C, with powerful cleansing and keratolytic capabilities. A lower cost product for the teen acne market.

AFA Micro Exfoliating Masque

The AFA Micro Exfoliating Masque combines our powerful patented AFAs with a unique anti-oxidating clay vehicle to achieve an intimate contact with the skin. A weekly application of the patented AFA Micro Exfoliating Masque, either alone or as a part of the AFA skin care program, will result in a tighter, more toned, healthy looking skin. The AFA Micro Exfoliating Masque is not meant to compete with the AFA in-office facial.

The AFA Micro Exfoliating Masque is applied to the dry, cleansed skin surface with a tongue blade or by a gloved-hand. The Masque is then simply allowed to dry (5-10 minutes). Apply the AFA Toner Mist. Gently remove the Masque with tepid water and pat dry. Moisturizer may be applied as needed immediately after the removal of the Masque. AFA Gels should *not* be used immediately after the application of the Masque.

USA Delivery Policy

Upon placing an order, please allow ten (10) days for USA delivery. Shipments will arrive by United Parcel Service (UPS). You may request a shipment to be sent by UPS 2nd day air or next day air service for an additional charge.

Returned Goods Policy

Your order is 100% guaranteed. If a patient returns any product, we will replace that product to you at no charge within 30 days. In order to return goods, prior authorization is required from an exCel representative. Please contact exCel for authorization and instructions for the return of product(s).

