

Danné Montague-King

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Media Release

Direct Delivery Vitamin C Serum

The most direct and powerful Vitamin C delivery system.

World leader in vitamin C for over 35 years.

Dr Danné Montague-King developed Vitamin C Serum with Nobel Prize winner and famous science Icon in the US, Dr Cathcart. Danné was a pioneer in Vitamin C skin care, and he formulated Vitamin C Serum more than 35 years ago. Clearly he was ahead of recent trends, as Dr King understood the benefits of vitamin C 35 years ago. Danné Vitamin C Serum formula has remained the same for more than 35 years, the true pioneer in Vitamin C treatment.

Direct Delivery Vitamin C Serum is the sophisticated answer to preventing and reversing the signs of biological and environmental ageing, this is achieved by improving skins texture and firmness.

It is highly recommended for men and women of all ages and is suitable for ageing, sun damage, fine lines, wrinkles, pigmentation and scarring. Vitamin C serum contains a specially designed high concentration of a Pharmaceutical grade blend of Vitamin C, three additional powerful anti oxidants and Vitamin B5 is added for faster and superior results. The vitamins C is stabilised with a Calcium Ion to ensure the lifespan and performance of this ingredient.

How it works

Vitamin C has a direct effect on the fibroblast cell in the skin. The fibroblast cells are like little factories that produce new collagen. Collagen fibres are long, rope like chains that support the firmness of the skin. As we age, these chains sag and Break, If very little new collagen is produced, the skin permanently sags and becomes loose. The amino acids Lysine, Proline and Glycine are also involved with the production of collagen. Think of them as the “workers” of the fibroblast Cell Collagen Factory! Vitamin C therefore becomes the “boss” of the factory and keeps these amino acids working so that collagen production is at a high level.

Due to Vitamin C being a free radical scavenger, it can keep the fibroblast cells from being attacked and destroyed.



Direct Delivery Vitamin C is available through all Danné clinics
For your nearest stockist contact Danné SA: 011 262-6120
For further information go to www.dannemking.com

As clearly stated in Grey's Anatomy, Vitamin C is required for the growth and repair of tissues. It is necessary to form collagen and also an antioxidant and free radical scavenger. For healthy, young and smooth skin, collagen together with elastin is very important to form skin's frameworks. Ascorbic Acid is expensive, but the most powerful Vitamin C in terms of Collagen production. Danné Vitamin C is aqua based, and 5% content is the maximum level of stabilised Ascorbic Acid without crystallisation.

Why is our Vitamin C so effective?

It is stabilised, if a Vitamin C is not stabilised it will denature in 3 days this renders it inactive. It contains a precursor, this is like an ionised fence around the Vitamin C, when we apply it to the skin the enzymes in our skin will attack the fence rather than the Vitamin C which allows the Vitamin C to have direct penetration to the fibroblast cell for stimulation of new collagen. If Vitamin C serum doesn't have a precursor it will not get direct stimulation of the fibroblast cell.

Vitamin C serum should be clear to slightly yellow, if it is brown it is rancid, many other Vitamin C serums are coloured brown as it will turn a brown colour because it is rancid. Vitamin C should always be in a glass bottle that sunlight can't pass through.

Vitamin C serum contains powerful antioxidant, to stop ongoing damaging effects of free radicals. Oxidative stress is a huge contributing factor to premature ageing.

Our Vitamin C serum is fantastic for pigmentation as one of our stabilised vitamin C's is magnesium ascorbyl phosphate which is a tyrosinase inhibitor suppressing pigmentation and an 86% proven tissue tightener and brighter. Our Vitamin C can be used right up under the eyes and over the eyelids and is great for those dark circles.

Is there anyone who can't use our Vitamin C. . . . No

Everyone can benefit from our Vitamin C serum most beneficial for

- Ageing/Wrinkles/fine line
- Pigmentation / sun damage
- Scarring/ stretch marks
- Fragile capillaries/ Rosacea

Stimulating our own collagen is much more effective and longer lasting than anything we inject.

Recommended Retail Price:

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