

GENIX[®]
SCIENCE DRIVEN SKINCARE



EXECUTIVE SUMMARY

The main active ingredient in the GENIX® products is a novel and patent-pending Placenta Extract. This extract contains thousands of proteins that directly support skin regeneration by providing and repairing critical molecules in the skin.

Scientists and medical professionals have used placental tissues to treat skin for centuries. After over a decade of research, the scientists at GENIX® have harnessed the natural power of the placenta into a transformative skincare line.

Our Placenta Extract is bovine-derived, meaning that it comes from cows. Our process does not harm any animals and makes use of otherwise discarded tissue.

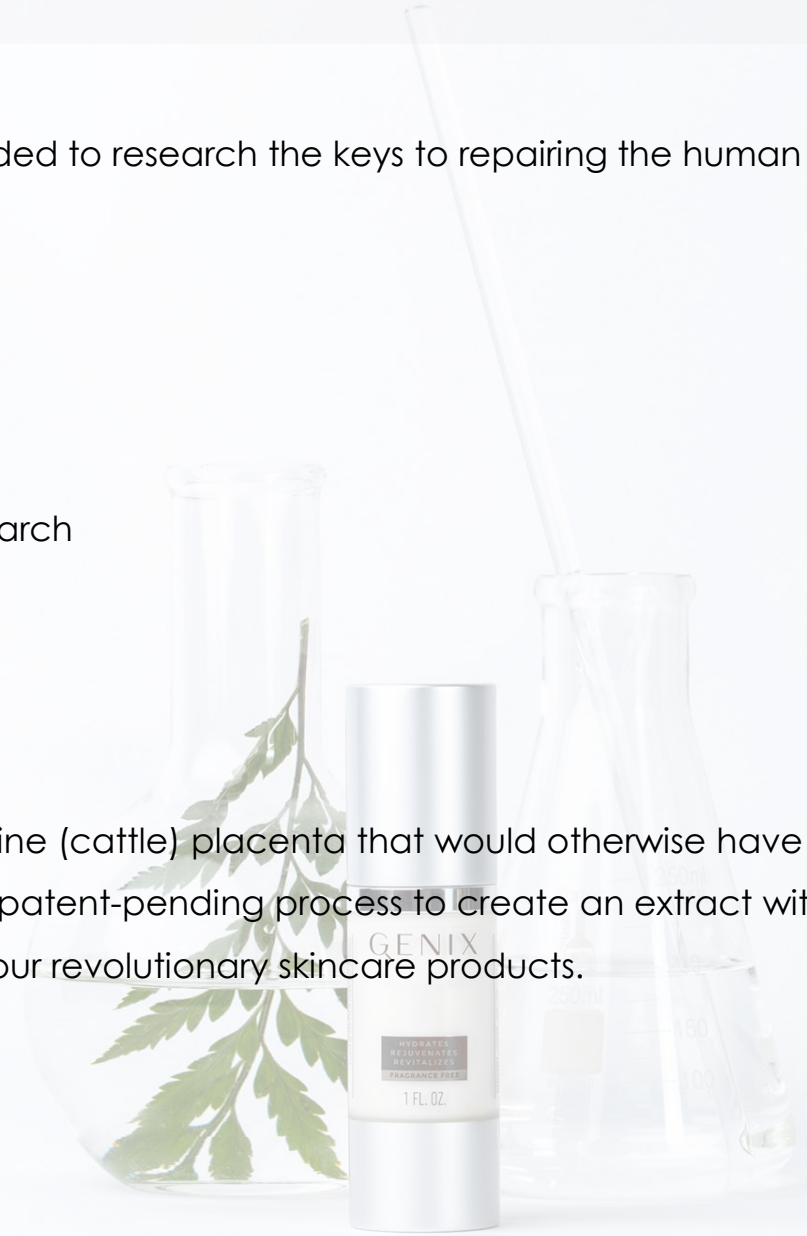
ABOUT US

GENIX® is a science-driven, women-run skincare laboratory and biotech company founded to research the keys to repairing the human body and create skincare products with our findings.

We run a research lab in Gainesville, Florida that has:

- 2 PhD's
- 2 Patents
- Over 50 years of combined experience in biomedical and regenerative medicine research
- Certified tissue banking professionals
- Certified regenerative engineering professionals
- State-of-the-art laboratory equipment

Our original research focused on the regenerative power of the placenta. We used bovine (cattle) placenta that would otherwise have been waste material—we do not harm or use live animals in any way. We developed a patent-pending process to create an extract with the most powerful proteins of the placenta and utilize this extract as a key ingredient in our revolutionary skincare products.

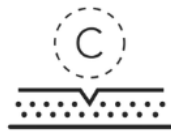




WHY GENIX?

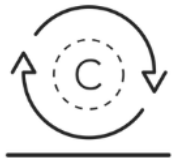
GENIX® products are exclusive, groundbreaking formulas not seen in any other skincare product.

Every GENIX® product contains our revolutionary Placenta Extract. The Placenta Extract harnesses the power of natural peptides and proteins from the placenta to nourish the skin and reverse the signs of aging.



COLLAGEN

Maintain elasticity and hydration



**PROCOLLAGEN
GALACTOSYLTRANSFERASE 1**

Maintain collagen content



HYALURONIC ACID

Boost skin hydration



FIBRONECTIN

Diminish the signs of aging



KERATIN

Improve skin resilience



LAMININS & NIDOGENS

Diminish the appearance of wrinkles



**ELASTIN MICROFIBRIL
INTERFACER 1**

Maintain elastin content



2000+ OTHER PEPTIDES

Naturally derived from placenta for skin health

The Science behind our Placenta Extract

Why Proteins?

The skin ages for many reasons. Among the most ruinous are oxidative stress from free radicals. Free radicals are sub-cellular molecules that damage skin at a cellular level, and accumulate with exposure to smoke, pollution, stress, and the sun.

Our unique combination of natural placental proteins and plant extracts creates a concoction of insulating creams, aimed at achieving a glowing complexion and maintaining the results.

Mammal Proteins for Mammal Skin

In nature, our mammal cells are designed to interact with mammal proteins. When a protein is made by similar species, it works better with your skin.

The Placenta Extract in GENIX® products is naturally derived from cow placenta. These placentas are waste products from birthing - our cows do not experience cruelty or trauma.

No synthetic manufacturing, with ingredients found in nature.



PRODUCT OVERVIEW

Revolutionary Skin Care

Placenta Extract Eye Cream

We have adapted the Placenta Extract technology to renew skin smoothness, brightness, and suppleness below the eye. Formulated and blended with caffeine, vitamin C and retinol, this product addresses the major contributing causes for under-eye aging. Luxuriate in the knowledge that this product was specifically developed and produced using the highest-quality ingredients for this application.

Placenta Extract Face Cream

The revolutionary formula of Vitamin C, E, and fruit extracts perfectly hydrates the skin, while our Placenta Extract keeps the skin firm and youthful. Calming ingredients such as aloe vera, rosehip seed oil, and sunflower seed oil keep the skin supple and irritation-free.

USER TESTIMONIALS

Below are real-life testimonials from GENIX® customers. **The photos are self-taken, show skin without makeup, and are not edited in any way.** Customers were not financially compensated for their testimonials.



"I've used & feel comfortable with the ingredients... it appears and feels to be a **beneficial and nurturing product**. I like the product a lot. It feels light and doesn't leave a film or residue/sheen. **Wrinkles seem less noticeable. My skin feels well moisturized. My skin tone seems more even with less redness.**"



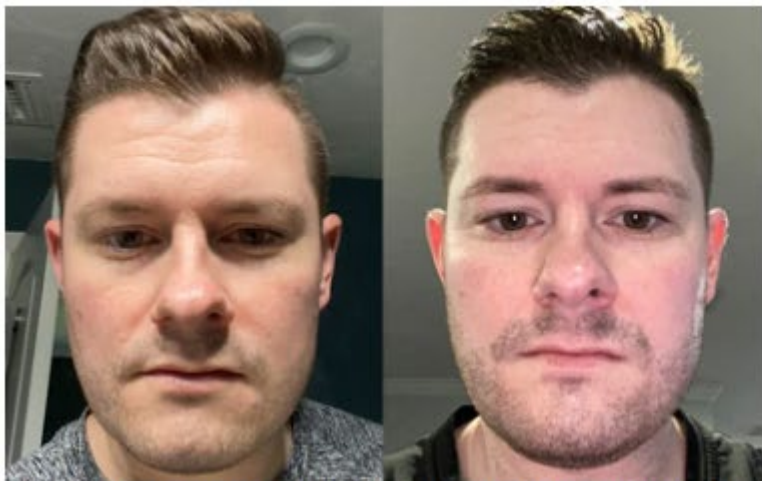
"I've struggled with my skin for my entire adult life. I've tried all types of products, including 2 years of Accutane, all without improvement. **GENIX has definitely helped a lot.** I'm really happy to see my skin react this way!"



"The small raised red skin tags under my left eye on my upper cheek bone have **reduced by 95%**. They have been present for years. In addition to the red dots ceasing to exist, my **forehead is less oily.**"

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"I am very happy with the product. **The lines on my face are visibly different — they are less pronounced now.** I think I look younger."



"I'm impressed! This product feels light and absorbs extremely well. **My skin feels hydrated and looks brighter.** The dark bags under my eyes and discoloring around the corner of my mouth that began around age 40 look like they've become **lighter.**

I generally use MAC, Clinique, or Kiehls, facial products.
This is the best cream that I've ever used!"



"The product has made a difference! My skin seems **more moisturized** and **smoother** and **softer to the touch.**

USER TESTIMONIALS

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"I think it has helped me **combat the "maskline"** by keeping me well hydrated. I feel as if my skin has cleared up regarding active outbreaks, and some of my **acne scars appear to be fading.**



"The product has made a difference... after comparing the two pictures I just couldn't believe it! **My complexion feels and looks better, smoother and so much cleaner.**"



" I love how smooth and soft my skin feels after application. My skin looks **brighter** (less dull), **smoother** and some **wrinkles are less visible.**"

Kim D.

USER TESTIMONIALS

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"I was really impressed with the cream. My skin did not get oily. I really liked it. **My fine lines around my mouth seemed to improve.** Very smooth and nice."



"I don't moisturize due to break-outs. But that also left my skin with dry patches. With this cream I have had **no break-outs or dry patches.**"



"I can see a difference in **reduced fine lines** — especially at my forehead."

THANK YOU



Supplemental Slides

WHAT PROTEINS ARE IN THERE?

Biomolecules for skincare



A highlight of key proteins in the complex include:

COLLAGEN

Plays a major role in strengthening the skin, as well as maintaining elasticity and hydration

KERATIN

Improves skin firmness and resiliency and can protect skin against additional damage

HEAT SHOCK PROTEINS

Helps skin cope with stressors such as heat, UV radiation, and oxidants that are encountered in our daily environment

LAMININS AND NIDOGENS

Supports the skin membrane and have been proven to diminish the appearance of wrinkles

FIBRONECTIN

Repairs deterioration within skin cells to prevent aging

PROCOLLAGEN

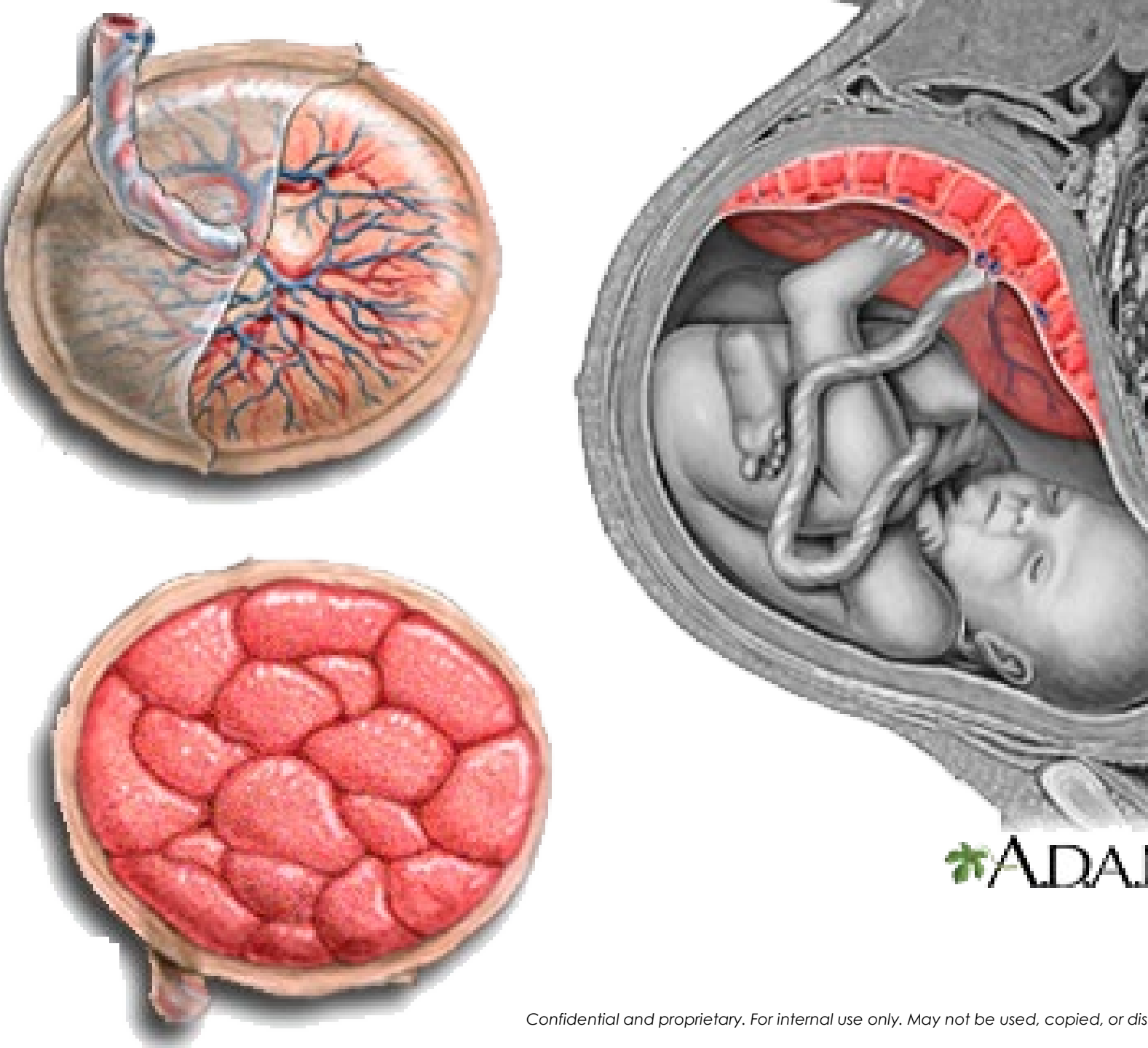
Supports the maintenance and synthesis of collagen

ELASTIN MICROFIBRIL INTERFACER

Supports elastin production

ACTIN

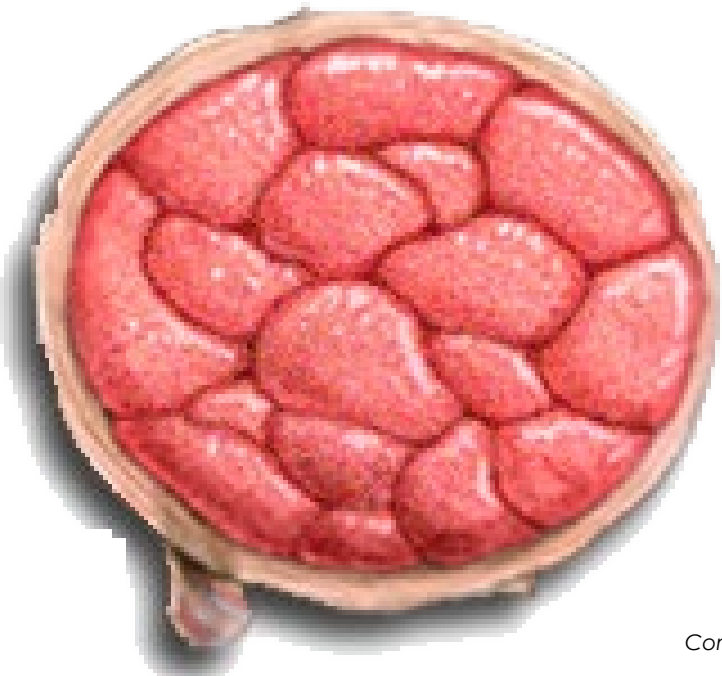
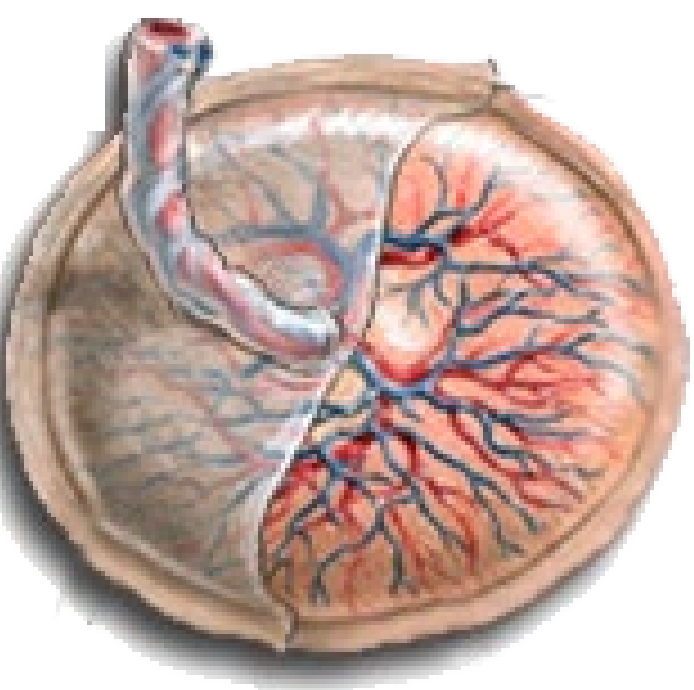
Works to repair and maintain the skin barrier



INSPIRED BY NATURE

The placenta has unique capabilities unlike any other organ, facilitating the growth of an entire organism:

- Protects baby by creating a barrier
- Nourishes & grows baby (**cellular & tissue generation**)
- Regulates the blood, nutrients, and biomolecules that pass on to baby (**creating a pro-growth environment**)



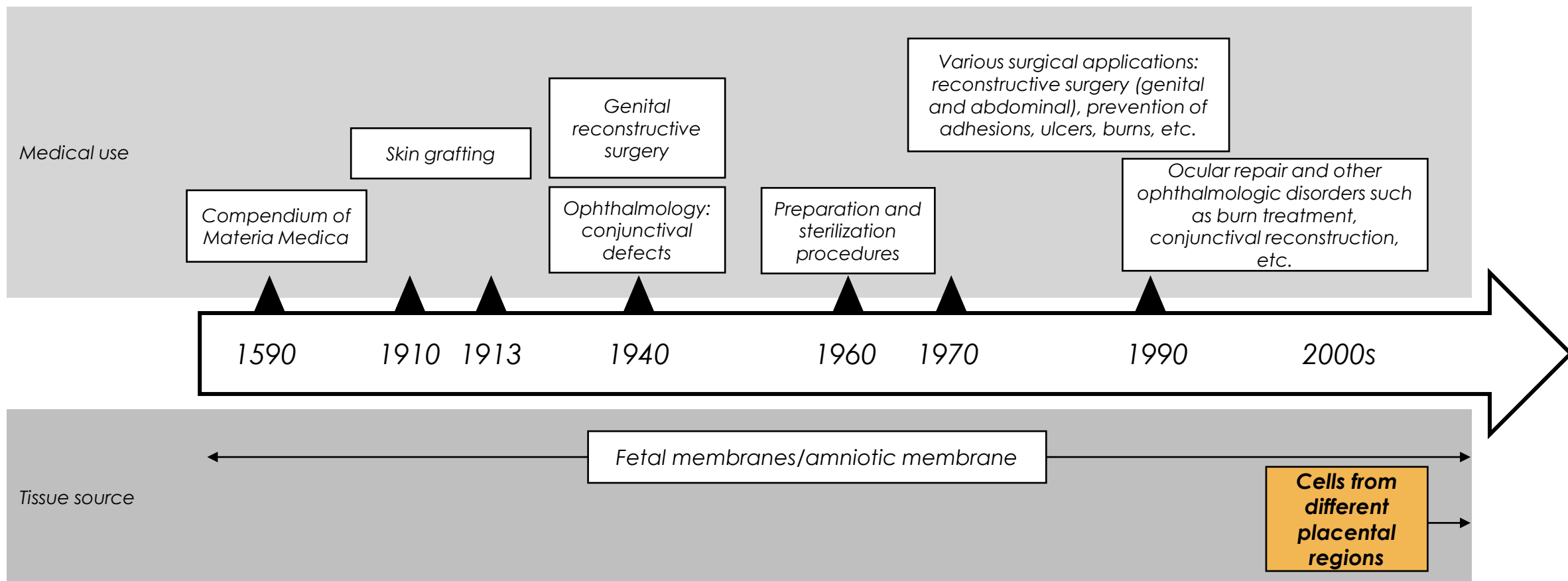
INSPIRED BY NATURE

The placenta itself is a fascinating organ:

- Forms rapidly, from nonexistent to functional in weeks
- Incredibly vascularized
- Contains a broad spectrum of biomolecules that facilitate vascular growth¹

¹ Wang, Zhao. "Vascular Biology of the Placenta." Morgan & Claypool Life Sciences, 2010.

A 100+ YEAR HISTORY IN MEDICINE



Adapted from Silini et al., Regen. Med., 2015

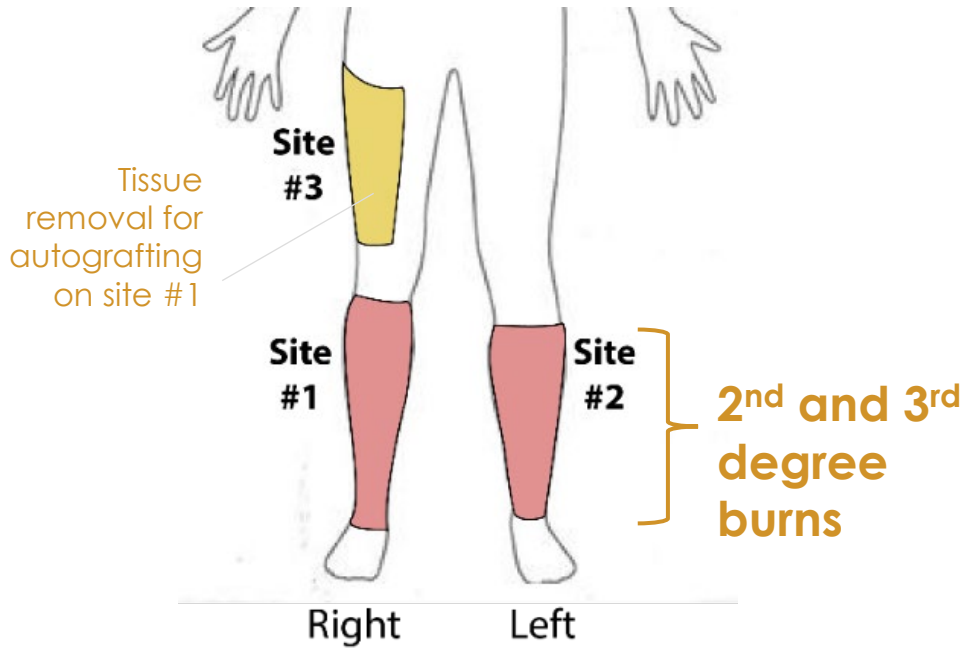
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HUMAN CASE STUDES

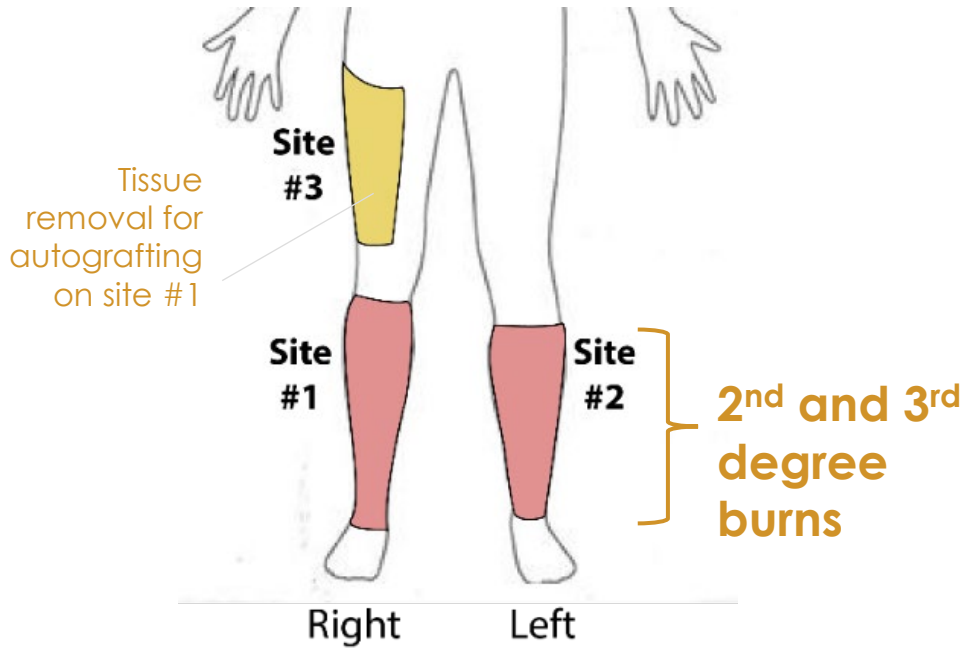
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What people are saying: skin health



Last two photographs are professional photographs in studio lighting.

What people are saying: **skin health**



1 month post surgery

Left leg



5 months of Eucerin



2 months of GENIX®

↪ rec'd early approval to stop compression stockings

Last two photographs are professional photographs in studio lighting.

What people are saying: **tattoo recovery**

Case study #1



In comparison to the tattoo I received in April (~20 day healing process), my latest tattoo took ~11 days to completely heal. When comparing the black and gray ink used for both tattoos post-healing, the newer tattoo **shows the varying color tones easier** as opposed to the tattoo I received in April. Lastly, the skin cream drastically reduced my skin peeling. **Rather than experiencing skin flakiness 2-4 days, my skin only peeled for 1 day.**



Case study #2

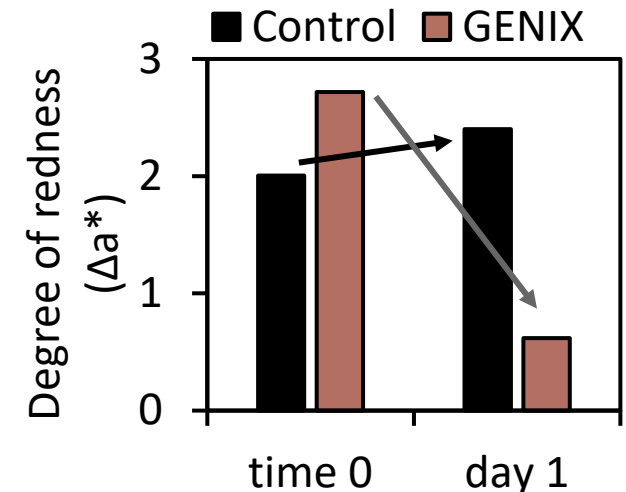


~4 hours post tattoo



~1 day post tattoo

Lingering redness



Analyzed in ImageJ via CIE L*a*b* analysis, a technique developed for erythema quantification in Logger et al., *Skin Res Technol*, 2020.



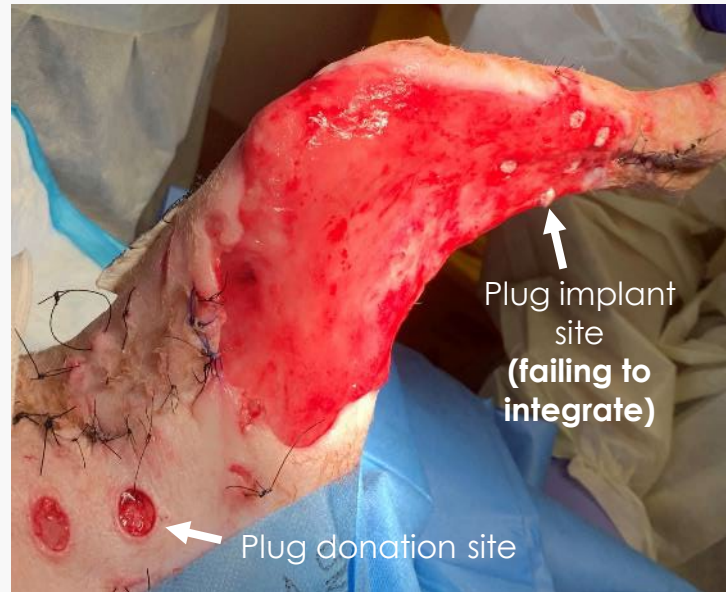
VETERINARY CASE STUDES

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CASE STUDIES: SKIN TRAUMA

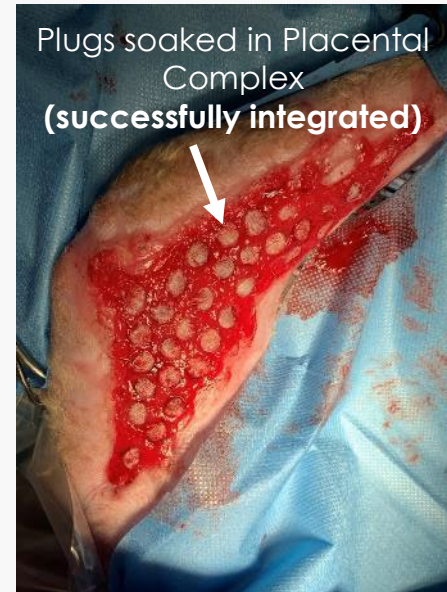


Credit: University of
Florida College of
Veterinary Medicine



Wound site: 4 weeks of failing conventional interventions

- non-healing
- skin plugs non-integrating
- infection persisting



Treatment:
Placental
Complex doped
skin plugs



Healed after 19 days:

- full skin coverage
- hair growth
- infection cleared
- Functional range of motion

CASE STUDIES: SKIN TRAUMA



Credit: 42Bio



Skin wound persisting for 3 days

- Oozing
- Itching
- Bleeding



After 5 days on conventional treatments, **wound persists and worsens**



18 hours after adding bPC, wound had closed

+ bPC
(single application)

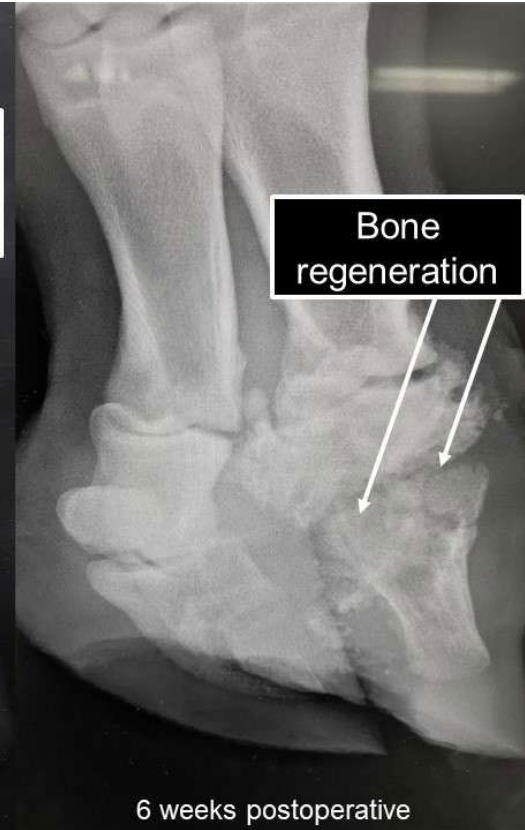
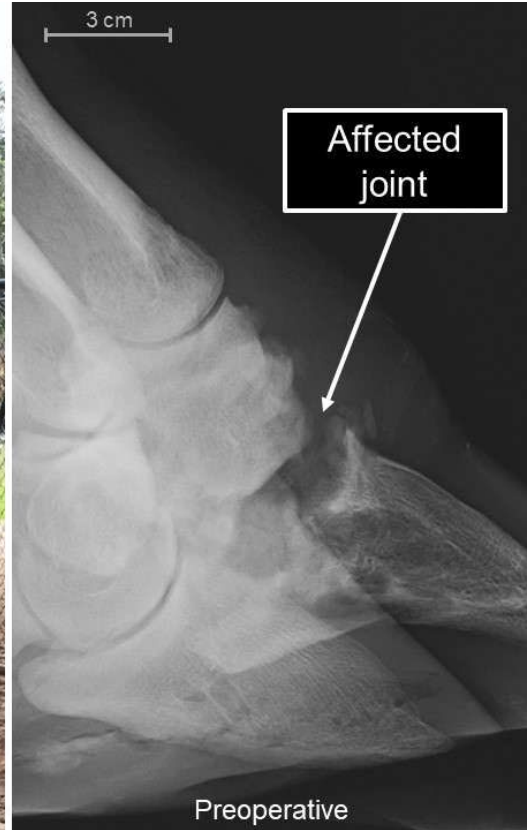


5 days post bPC, skin site is fully closed without scab

CASE STUDIES: SEPTIC ARTHRITIS



Credit: University of Florida College of Veterinary Medicine



Case Description: 2 y/o giraffe septic arthritis after 3 mo of treatment

- gait abnormalities
- no improvement

Treatment:

Surgery to remove necrotic tissue and pack w/ bPC and bone

6-week post-op:

- infection subdued
- improved gait
- bone regeneration

11-week post-op:

- no evidence of infection
- normal gait

CASE STUDIES: SEPTIC NON-UNION

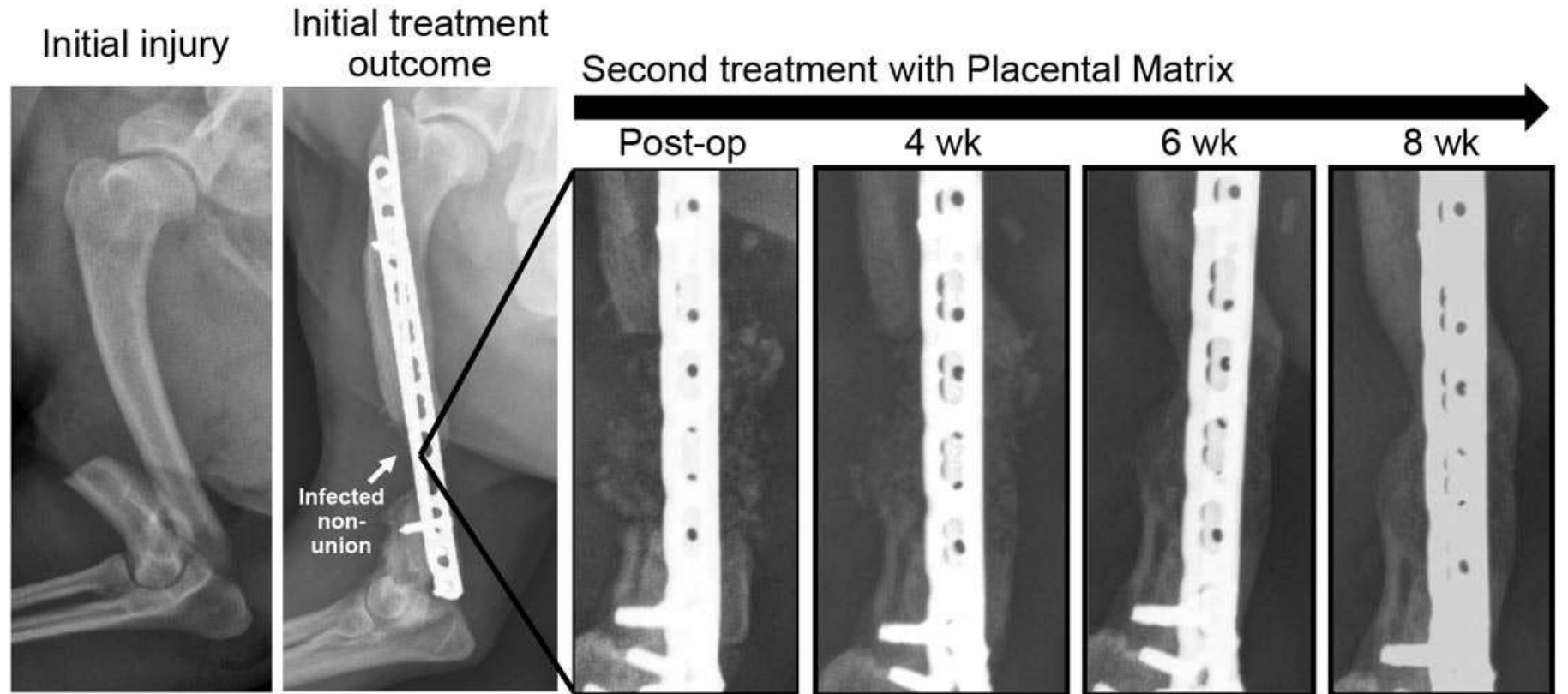


Credit: University of Florida College of Veterinary Medicine

Case Description:

4 y/o fractured humerus

- Initial surgery unsuccessful



"[the patient was] chronically and severely diseased, yet progression of graft incorporation resembled the healing qualities observed in normal healthy bone."

– Case surgeon, Dr. Stanley Kim

(2 wk)
Weight bearing

Only mild lameness;
bone remodeling

No lameness;
bone union evident

Bone maturation

42Bio

Treatment:

- bPC incorporated into DBM

CASE STUDIES:

UF | College of Veterinary Medicine
UNIVERSITY of FLORIDA

UF veterinarians successfully using new placenta-derived treatment for animals with severe bone loss

July 2, 2020 · By [Sarah Carey](#) · [Media Contact](#) · [Share](#)



Human placenta-derived matrix with cancellous autograft and demineralized bone matrix for large segmental long-bone defects in two dogs with septic nonunion

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Edward DeBartolo gift to the University of Florida.

Abstract

Objective: To report the successful treatment of septic nonunion in two dogs with large segmental defects secondary to long-bone fractures by using a novel human placenta-derived matrix (hPM) as adjunct to fixation.

Animals.: One 3-kg 9-year-old neutered male Yorkshire terrier with a distal antebrachial fracture and one 6-kg 4-year-old spayed female miniature pinscher with a distal humeral fracture.

Study design.: Short case series.

Methods: Both dogs presented for septic nonunion after internal fixation of Gustilo type II open diaphyseal fractures from dog bite injuries. During revision, debridement of nonviable bone resulted in segmental defects of 32% and 20% of the bone length for the antebrachial and humeral fractures, respectively. The antebrachial fracture was stabilized with a circular external fixator, and the humeral fracture was stabilized with biaxial bone plating. The fracture sites were not collapsed, and full length was maintained with the fixation. Autogenous cancellous bone graft and canine demineralized bone allograft were packed into the defects, and hPM was injected into the graft sites after closure.

Results: Radiographic union was documented at 8 weeks and 6 weeks for the antebrachial and humeral fractures, respectively. Both dogs became fully weight bearing on the affected limbs and returned to full activity.

Conclusion: Augmenting fixation with grafts and hPM led to a relatively rapid union in both dogs reported here.