Secret Code unlocks the skin’s ability to preserve the integrity of its DNA. By using Secret Code daily, skin is now able to resist cell death and damage caused by the sun. Secret Code’s synergistic blend of ingredients affects the most fundamental element within the skin: the DNA blueprint.

Skin’s sensitivity, appearance, and aging process such as wrinkling, texture, and tone are all controlled by our genetic code. Protecting DNA from damage is vital for maintaining younger-looking skin.

Benefits:

- Shields and rescues skin from UVB- and UVA-induced damage
- Fuels skin cells
- Helps reduce inflammation
- Supports natural rejuvenation to the deeper layer of the skin
- Hydrating
- Moisturizing
- Soothing
- Fine mist spray gently turns into a full-coverage lotion
Secret Code product development:

This formula is designed to shield the skin cell, particularly the DNA, from UVB- and UVA-induced damage, and to help prevent damage when skin is exposed to UV light. Formulated with GP4G (Diaganosine Tetraphosphate), a nucleotide found in high concentrations in Artemia Salina, extracted from hyper-mineral lakes, which has been clinically proven to help:

- Dermal rejuvenation
- Boost the skin’s natural biological anti-inflammatory response
- Fuel the skin cell by storing energy which converts to ATP

Secret Code is formulated with a proprietary blend of clinically proven anti-oxidants, moisturizers, and wrinkle fighters to help protect and rescue the skin’s natural beauty.

Key Ingredients:
- Artemia Extract (GP4G)
- Ubiquinone (CoQ10)
- Siberian Ginseng
- Aloe Barbadosensis Leaf Juice
- Acetyl Tetrapeptide-9
- Shea Butter
- Arnica Extract
- Avocado Oil
- Squalane

GP4G promotes DNA protection and repair (in-vitro study)

Cells: Human Keratinocytes  
Dose: GP4G 1%  
Evaluation: TUNEL assay method

<table>
<thead>
<tr>
<th></th>
<th>Control</th>
<th>GP4G before</th>
<th>GP4G after</th>
<th>GP4G before &amp; after</th>
</tr>
</thead>
<tbody>
<tr>
<td>DNA damage level</td>
<td>6000</td>
<td>5700</td>
<td>5400</td>
<td>5000</td>
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<tr>
<td>DNA protection</td>
<td>+30%</td>
<td>+40%</td>
<td>+45%</td>
<td>+40%</td>
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These experiments suggest a protective and reparative action of GP4G on DNA.

GP4G increases cAMP (in-vitro study)

Cells: Human fibroblasts  
Dose: GP4G 2%  
Evaluation: Immunoenzyme assay

<table>
<thead>
<tr>
<th></th>
<th>Control</th>
<th>GP4G</th>
</tr>
</thead>
<tbody>
<tr>
<td>cAMP content (fmol/well)</td>
<td>10</td>
<td>14</td>
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<tr>
<td>+40%</td>
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</table>

GP4G as an ATP precursor demonstrates energizing properties: it “boosts” cAMP-dependent metabolic pathways.

GP4G compensates for age-related decrease in HSP70

Culture: Ex-vivo human skin  
Application dose: GP4G 3%  
UVB Dose: 100 mJ/cm²  
Evaluation: HSP70 immunofluorescence

<table>
<thead>
<tr>
<th></th>
<th>Control</th>
<th>GP4G before</th>
<th>GP4G before &amp; after</th>
</tr>
</thead>
<tbody>
<tr>
<td>Collagen</td>
<td>180</td>
<td>160</td>
<td>140</td>
</tr>
<tr>
<td>+27%</td>
<td>+54%</td>
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</tr>
</tbody>
</table>

These experiments suggest a protective and reparative action of GP4G on DNA.

GP4G compensates for aging-induced HSP70 loss. After UVB irradiation, both young and elderly skins react in a similar way to GP4G treatment.