



YEARNING FOR YOUTH

To some, the mythical fountain of youth has always been the holy grail. But now, thanks to a major scientific discovery, an age-defying revolution has dawned upon us.

We are all familiar with the harmful effects of stress on the skin; the environment, UV rays and an unhealthy lifestyle can cause damage all the way down to the heart of the cells, speeding up the ageing process. Up until now, all anti-ageing research has been focused on how to reduce the impact of these stress factors in order to maintain the skin's youthful appearance. The idea of exposing our skin to stress so that it may optimally 'resist' the effects of time may seem incomprehensible. Nonetheless, this is not a confounding idea.

This is the theory of Hormesis, a natural phenomenon in which regular exposure to micro-stress boosts our cells' resistance to future stress and generates favourable effects on extending cellular life. This self-evident theory will soon revolutionise the field of anti-ageing cosmetology.

The research that has been carried out for over 10 years by an expert in the field of Hormesis, eminent biogerontologist and world renowned researcher Professor Suresh Rattan, has led to a major scientific discovery that has grabbed the attention of Givenchy Research and Development.

Givenchy has drawn inspiration from Prof. Rattan's research on the role of Hormesis in maintaining youthful-looking skin, and has, for the first time ever, applied this scientific discovery to creating a revolutionary skincare treatment.

Today, this collaboration has led to an age-defying revolution. Like a vaccine that helps the body develop its defense mechanisms required for self-protection, the treatment uses a completely innovative approach to prevent the appearance of premature signs of ageing by stimulating its own prevention and repair functions.