



Proudly introducing the
made better
program

SIRCUIT®
cosmeceuticals

At **SIRCUIT®**, we are dedicated to providing you with the most effective skin treatment products available. And you, our loyal and ingredient savvy clients, have rewarded us with much success. We sincerely thank you, love you, and are always humbled by your continued support ... who wouldn't be? You guys have been fantastic!

In January, we celebrated our 10th anniversary (whooo hoo!), and in honor of that milestone, and in our ongoing effort to continue to be your skincare industry innovator, we are proud to announce a brand new addition to the **SIRCUIT®** family called the "Made Better" program. This program was developed with only one goal in mind and that's bringing the end consumer (you) and our amazing Skincare Professionals the cleanest, purest, and most effective skincare products possible. This really is "next generation" skincare. It's Chic + Science at it's best, because for us ... ingredients matter.

Our first round of upgrades, to be released in the next few weeks, is a group of products designed to focus on specific anti-aging issues. As you might have guessed, Stem Cells will be one of the highlights. We consider Stem Cells to be very important in the field of skin health, and we are very excited to introduce them along with the other new ingredient technologies we now offer. We believe in this technology and have taken a very solid position on Stem Cells going forward by offering six different Stem Cell ingredients which provide six very different results.

We have also stepped up our game on peptides. Combining new peptide technologies with our already strong Chiral offerings will change what you have come to expect from us in terms of product effectiveness and their results. Then, when you thought it couldn't get any better, just wait till you see what we've developed, specifically focusing on problem skin.

The release of these new additions will be scheduled monthly over the next six months or so, giving everyone enough time to adjust and learn about the new technologies we will be offering. During this time, we will also be releasing new product updates and about a half dozen completely new offerings, all focused on increased effectiveness and optimum skin health. We just know you're going to love them as much as we do and are excited to introduce you to ... **the power of new!**

We will stay in touch for specific product details as each new formulation is revealed, and again, thank you for all of your support!



Michael Wolfgeher
SIRCUIT® Cosmeceuticals
Founder | CEO



SIRCUIT® | January 2012

So what exactly is this new “Made Better” program you may ask?

The “Made Better” program was conceived and perfected over the last two years, and we are soooo excited to finally start releasing these new formulas to our clients. It has taken a long time, with lots of late nights and plenty of espresso runs, but we think it’s worth it. We hope you do too! We listened to your concerns and suggestions, and it came as no surprise to us that product effectiveness was on the top of your list, followed by unscented or lightly scented products (for those with sensitivity issues) and of course, continued affordability. We also reviewed what you liked, didn’t like, and what you thought could be... **“Made Better”**.

These comments have been mini “light bulb” moments for us and because of that, this project was officially named the “Made Better” program. So, with your requests in mind, we set off to search the globe sourcing amazing new ingredients and new breakthroughs in the field of skin health, ensuring our position on top of the curve when it comes to skincare product innovation. The ultimate goal for us was to provide you with a more effective product. A product “Made Better” as the end result.

We started by focusing on broadening the scope of our current product assortment and addressing the concerns and comments from our customers. As we have always tried to do, we wanted to come at these concerns from different perspectives and offer products that didn’t just address one issue but that became “full scale” problem solvers. Next up was reviewing the long list of benefits these new ingredient technologies offered and editing them to make sure we had a laser focus on what we wanted to achieve. Lets just say it was a very time consuming project, with endless revisions and re-revisions (some more than 20+ times) to finally get to what we have today. They were right when they said, “perfection doesn’t come easy,” but we think we came pretty close. :)

made better.



Working with all of these new technologies brought up other issues as well, such as ingredient regulations. With so many new regulations changing in the world, it was essential that we revisited this important aspect of our business and insist that our suppliers provide full disclosure and operate with complete compliance.

As part of **SIRCUIT®'s** "Made Better" philosophy, we've gone to extraordinary lengths to ensure that all these new, as well as current ingredient sources, are completely compliant with any new FDA/USDA regulations (among others). In addition, all raw material vendors are required to provide us with in-depth documentation in order to even be considered as an ingredient source for us. As always, where an ingredient is listed as Organic it is Certified Organic (with an asterisk, to identify it). Period. No second guessing from us.



sustainable.

Please note: NOP Certified Organic is now the new name of USDA Organic when it comes to skincare, and you will start to see NOP (National Organic Program) on the end of our ingredient decks going forward. USDA Organic is still the correct way to refer to food.





In addition, where fragrance compounds were previously considered proprietary and listed as such, we have taken additional steps to ensure that all scent components are now listed individually.

Phthalates, used to soften vinyl plastic, are among the most common fragrance ingredients in perfumes and cosmetics. They are often added to cosmetics and perfumes because they help fragrances last longer, among other things. However, health advocates and researchers are becoming wary of Phthalates. They are suspected carcinogens and hormone disruptors that are increasingly being linked to reproductive disorders. As far as we are concerned, not something that should be in skincare. All of our formulas have been and will always be Phthalate free.

Over the years, we have also become very creative when it comes to scents and only use natural fragrances when we want to add a specific scent to the product. These scent ingredients are physically obtained from plants without altering their chemical structure. The ingredients of a natural fragrance can come from any genus and species of plant. For example, a natural apricot fragrance may contain natural aromatics from a variety of plants other than apricot. Unlike essential oils, these natural fragrances are not “therapeutic” and are added simply for scent purposes (but we think they add a nice touch). They must, however, be listed on our ingredient deck as “Fragrance/Parfum”. We add the + to let consumers (you) know they are plant derived and natural. Fragrance/Parfum+ (natural) means it is a natural fragrance made exclusively from natural aromatics as defined by the IFRA.

No phthalates.

SIRCUIT®SKIN cosmeceuticals

made here.

SIRCUIT® is proudly American made.

Although our ingredient sourcing can take us around the globe, we understand the importance of keeping our production grounded in the USA. More jobs in the USA helps to keep our economy turning, and, in the end, benefits all of us. Manufacturing in the United States allows us to have complete control over quality, production planning, and expedited shipping, which helps keep everyone smiling a little more. We firmly believe in supporting American businesses and encourage everyone else to do the same. :)

Since 2002, we have partnered with a beautiful 45,000 sq. ft. FDA compliant lab that manufactures all of our high quality products you know and love. This facility has the license to produce two different types of certified Organic products: USDA/NOP Organic Certification and the NSF ANSI 305 (American National Standard Institute) Organic Certification. This means that this facility's standard operating procedures and good manufacturing practices and policies have all been reviewed and inspected by a 3rd party auditor and are approved to manufacture certified organic products to both of these standards. There is an annual audit and inspection to ensure they are following the guidelines and procedures set out by both certifying agencies.

State of the art manufacturing, high quality testing standards, and elaborate safety assessments, including a very savvy R&D team, all help to ensure that we do not miss a beat when it comes to skincare innovation. All of our Chirally correct formulations are intelligently developed, utilizing the very best of science and nature, resulting in amazingly effective products. The products work and are the main reason why we have increased our market share year after year.

We call these active formulations "**chic science**" at its best.

chic science.





made safer.

All **SIRCUIT®** and **SIRCUIT®PRO** products use medical grade ingredients and are amazingly safe and gentle. Unlike other product lines that offer overly aggressive, complicated, and unpredictable products requiring hours of closely supervised training, these powerful new ingredient technologies allow us to develop not only a more effective and consistent product, but also a safer one.

Following our established principles on complete ingredient transparency and continuing to make our products safe and easy to use has, and will always be, a big priority for us. All of our products are specifically designed to work with the body, not against it. It's called our "be good to yourself" approach, and we are very proud of that position.

Also, in our development phase (R&D) we labor on ways to increase product stability, as well as reliability. Increased reliability means the products will perform the same as you have used before, so you can be confident in the same clinical results each time. We did this because we feel that knowing what the product will do before you use it greatly increases the probability of a positive end result.

SIRCUIT® products do the work for you, which allows room for your creativity. Allowing you, the skincare professional, to safely create personalized options for customization to provide your client with the best skincare solutions possible.

The bottom line is that all of these new formulas are safe to use, really easy to learn, and customizable. This allows you, the skincare professional, to shine. We know everyone loves that!

Another very important point: we have all seen spa liability claims on the rise, and based on some of the crazy harsh products out there we can understand why. Thankfully the industry is moving away from the philosophy of burning off your face to have good skin.

champion status.

The Compact for Safe Cosmetics is a tool to help the public differentiate industry leaders from the laggards and to help the Campaign work with leaders in the industry to reach a higher level of safety and transparency.

From the beginning, the Campaign knew that as a large national coalition of nonprofit health and environmental groups, we could play an important role in creating and increasing the demand for safer products. We also realized the importance of working on the supply side with the most forward-thinking companies to set a higher bar for transparency and accountability for personal care product safety. Our goal was to ensure that safer products are available to all consumers.

Since it was established, the Campaign and EWG have worked with Compact signers to assess their compliance with this pledge. Through a rigorous screening and analysis process conducted by EWG's Skin Deep database team (see The Process of Determining Compact Compliance), the Campaign determined that as of August 2011, 321 companies were fully compliant with the Compact. We have dubbed these companies "Compact for Safe Cosmetics Champions" (Champions).

In order to get the gold standard status of Champion, companies had to fulfill all tenets of the Compact, which include:

- Comply with the European Union's Cosmetics Directive, widely considered the current global gold standard of cosmetics safety regulation.
- Disclose all ingredients, including ingredients in "fragrance," which in the United States can be claimed as "trade secrets," even when they contain hormone disruptors, carcinogens and other harmful chemicals.
- Publish and regularly update product information in EWG's Skin Deep cosmetics database.
- Comply with any additional ingredient prohibitions and restrictions under the Compact and substitute ingredients of concern with safer alternatives.
- Participate in the Campaign for Safe Cosmetics.

The Campaign for Safe Cosmetics

www.SafeCosmetics.org

Champions and Innovators include a range of companies – from small mom-and-pop businesses to some of the largest companies in the natural personal care products sector. Their ability and willingness to work toward the Compact requirements shows not only that it is possible to make products that far exceed the current safety standards in the United States, but also that making safe personal care products can be part of a successful business model.

Many of these companies are small- and medium-sized independent businesses. They create jobs and are one of the essential components in our economic recovery. They have shown that a new way of doing business is possible, even in these difficult times, to meet growing consumer demand for safer products. This is reflected by the fact that consumers, concerned about hazardous chemicals in cosmetics, are seeking safer alternatives among natural and organic personal care products, which is the fastest growing sector of this market, even during the economic downturn. (Reprinted in part from Market Shift CSC November 2011)

Since its inception, more than 1,500 companies signed the Compact for Safe Cosmetics. As of August 2011, 321 companies were fully compliant.

Congratulations to the Champions!

Natural Replacement of Controversial Ingredients is Widespread :

On October 31, 2011 CosmeticsDesign.com, an online news source about the cosmetics industry, posted an article documenting “that raw material and ingredient suppliers have jumped on the consumer driven natural bandwagon. There is now a multitude of natural replacements for the most popular and most common ingredients. Suppliers are generating new ways for using natural ingredients which increase functionality of ingredients in a multitude of applications...With all the natural ingredients being made available for formulation, the next wave of consumer driven natural products will have spectacular ingredients at a marketable price, a coup d’état for all consumers.” A coup d’état indeed. Thanks to all of the Champion, and other Compact-signer companies that have led the way to meet the consumer demand for safe products and helped push the industry toward safer production.



our history.

Our main philosophy behind the development of **SIRCUIT®** was to set a new standard of what you should expect from a skincare company. Over 10 years ago and still today, our formulas are uniquely developed and conceived utilizing a revolutionary molecular separation technology (called Chiral Technology or Chiral purification) with a special focus on skin health. Cell health to be more specific.

We formulated our products in a unique and concentrated way, while also being chemical free, paraben free (which was at the time unheard of), and free of artificial color and artificial fragrances. We have always been cruelty free. I guess you could say we have been “green” long before anyone believed it was important. However, for us, doing it any other way just wasn’t an option.

Our concept was to simply develop products that worked with the body, not against it, and our motto continues to be “If you have skin ... then you’re our customer!”

We have also been completely transparent (again, unheard of back then) and truthful (what a concept?). We always listed every ingredient on our labels and why it was included in the formula, and we still do.

The strange thing is that many leading skincare companies (even today) still think you only need to know about the “featured ingredients” and hide the rest of what makes up the product.

From a common sense perspective, we have always believed that consumers needed to know **ALL** the ingredients in a product that they were applying to their body. Little did we know that listing all of our ingredients was so ground breaking.

FYI: New regulations are coming soon to force compliance of those skincare companies that still do not disclose the entire ingredient decks and hide behind a “complex” of unknown ingredients, and we strongly applaud that requirement.





We have always believed the quality and effectiveness of the product is the most important aspect. All of our formulations are super concentrated, requiring smaller amounts of the product to do the same job as our competitors. This also means that the product has more uses and lasts longer, offering the end consumer more value in the long run.

Lets also remember for a moment what the world looked like just a few short years ago ... banking crisis, housing, etc ... consumer confidence was at its lowest and the US/global economy was hit the hardest. Company after company was trying to find ways to slash expenses and reduce overhead.

For many skincare companies, "watering down" the products they offer was an easy choice, and it's too bad. What resulted out of that economic panic is what we currently see in the marketplace today: mass product duplication. Companies are offering essentially the same products in different packaging, sending the same generic message.

Now, everyone is more "natural" than the other or more "Organic" without thinking if these ingredients really do much of anything to increase the product effectiveness or your results.

Then the chemical preservatives (Parabens) that have been in almost all of these products for the last 10 years suddenly took a backseat, with these companies now touting "Paraben free! Paraben free!" It's crazy. Where were they, just a few years ago, when this ingredient was considered safe?

always paraben free.

At **SIRCUIT®** we take a different approach. Our strategy is to offer more value for the consumer by increasing the efficacy of the products we offer. As you can imagine, these new technologies are much more expensive to utilize, so the next hurdle is how we can hold our price points and still provide the product innovation we want.

I have to tell you, it is a challenge, but we are able to hold the price on all but a couple of products. This is achieved by smart planning, strategic execution, and without increasing costs to the end consumer.

As you might be aware, we have held our original pricing for the last 10 years and will always do our utmost to keep SIRCUIT® Cosmeceuticals as affordable and competitive as possible.

It's amazing what skincare developed with intelligent ingredients can do for your skin. These new products now are more effective, last longer (increased shelf life and stability), and still cost the same, offering a better value to you.

So while our competitors are still "dumbing down" their products, we've been busy "**SUPERCHARGING**" ours.

supercharged.
skin treatment solutions

A sneak peak at some of the new ingredients and technologies we will be introducing:

aminoguanidine to *kombuchka.*

We have chosen to replace our Aminoguanidine hcl as our go-to anti-glycation component with a phenomenal active ingredient called Kombuchka™. The name of this active ingredient is derived from the Kombuchka, also called the “long-life fungus”. It is well-known as a beverage in Russia and China and believed to offer a long, healthy life and well-being, even at an advanced age. A product of the fermentation of sweet black tea by the symbiosis of two microorganisms, this amazing ingredient helps to effectively aid in the inhibition of glycation and gives the skin a fresh, radiant, and vitalized appearance, in addition to refining the skin’s structure and smoothing the skin.

Aminoguanidine, which we have used for a number of years, is still considered an excellent ingredient and effective AGE inhibitor. However, we have chosen to eliminate it from our offering as a precautionary measure because of its association, according to EU regulations, with the ingredient Hydrazine, which is banned worldwide.

There has really been a gap in the regulations tying Aminoguanidine hcl to Hydrazine, which is why it makes it a little difficult. In fact, you won’t find Aminoguanidine hcl on any of the restricted lists. The specific wording on the ban on Hydrazine is to include all its esters and all its salts. Since Aminoguanidine hcl is derived from one of its salts or esters, according to EU regulations, there is a correlation. Even if it’s a distant relationship between the two, the fact that it has been linked in the EU ingredient inventory is the issue, so we have chosen to simply be proactive to avoid any potential challenges down the road.

ethically sourced sandalwood.

We refuse to compromise on sourcing our natural ingredients from verifiably ethical sources. So, in keeping with our standards, we have switched our source of Sandalwood Oil, used in many of our formulas for its calming, soothing, anti-inflammatory properties, to a new more sustainable source.

The growing demand for Sandalwood has sparked ongoing global concern about its sustainability, which has created an underground market for Sandalwood and presented a problem for us. In some areas where governments do not want to control Sandalwood exploitation, the trees are cut down at only a few years old and are useless. Many skincare companies who use this ingredient have chosen to replace their Sandalwood with a synthetic copy to duplicate the aroma in the product, but that simply wasn't an option for us.

So you may ask, "why don't they just plant more?" Understanding this ingredient and the complexity around this issue is important to understand why we decided to use this new source. The Sandalwood plant itself is parasitic, meaning it feeds from the roots of other trees and requires expertise in planting, passing through several stages of growth before being able to harvest. The Sandalwood tree is slow growing, and for us to use it to produce oil, it has to have started to grow what is known as heartwood. Heartwood is the real meat of the tree where the oil is produced and doesn't occur naturally for about ten years. Activities in harvesting and replanting efforts with different varieties of Sandalwood are proving successful, so time will tell.

However, in researching ethical alternatives, we decided on a source from one of the islands in the South Pacific.

Here, only the Kanak tribesmen, native to the island, harvest Sandalwood where it grows naturally in the forest. The chiefs of the main islands won't go over this regulated consumption as they view Sandalwood as an important export, but not their sole source of income. They maintain the Sandalwood's stability by replanting three trees for every one they cut down and abide by strict quotas of amounts of Sandalwood they are allowed to log making this new source an option we can feel good about.



plant stem cells.



Always at the forefront of this ever-changing ingredient technology, **SIRCUIT® Cosmeceuticals** continues to raise the bar by adding the latest in advanced Plant Stem Cells to our arsenal of innovative ingredients. We will be adding six different versions of Plant Stem Cells in various formulas with each one being very unique with different functions.

Plant Stem Cells have become a huge buzzword in the skincare world and are often considered one of the most promising fields of research in skincare today. One exciting area of research for Stem Cells is in treating skin problems, such as wrinkles, collagen degradation, and sun damage. Like all areas of the body, the skin contains Stem Cells. In the basal layer of the epidermis, our Stem Cells divide and replace lost or dying cells. They also repair the skin when it suffers injury. The epidermis is in a constant state of renewal, sloughing cells every single day, so it requires non-stop cell replacement. Therefore, it's essential that we optimize the epidermal Stem Cell population in our skin throughout our lives and even more so as we age.

As our skin faces its daily assaults, like environmental toxins, excess sun exposure, improper nutrition, etc., we run the risk of overwhelming the epidermal Stem Cells. When this happens, our own Stem Cells might not be able to keep up with the demand of cellular turnover, resulting in an excess of damaged cells and, eventually, aged and damaged skin.

And that's where the wonders of Plant Stem Cells come in. Plant Stem Cells are useful for human skin, as they are able to perform the same functions as human epidermal Stem Cells. They are also more adept at replenishing the skin and fighting common signs of aging. When applied topically, Plant Stem Cells can help to protect the human skin Stem Cells from damage and deterioration and in some cases even stimulate the skin's own Stem Cells.

With a wide assortment addressing everything from stimulating collagen production and improving elasticity and skin tone to reducing wrinkle depth and aiding in firming, we have it covered.

growth factors.

At **SIRCUIT®** we have always been a huge believer in the power of Epidermal Growth Factors (EGF) which have long been a part of our ingredient story. EGF is an ingredient responsible for cellular growth, proliferation, differentiation, and cell survival. Using EGF in topical formulations helps to promote regeneration and healing while also helping to reduce the appearance of wrinkles. It also creates a beautiful radiance as it helps to even out skin tone.

In the past, we've used a form of EGF that is yeast derived, and although highly effective, it added an undesirable scent component to some of your favorite formulas (ahem ... **Dreamweaver™**). Well we've taken your feedback into consideration and have now switched to a new form of EGF that is encapsulated in a liposome, for more effective delivery. You can still expect the same anti-aging benefits of EGF that you've grown to love, only without the "yeast" odor. You're welcome! :)

In keeping with the growth factor theme, we've also added Cocos Nucifera (Coconut) Fruit Juice. This liquid serves as a reservoir of nutrients and is rich in proteins, amino acids, sugars, vitamins, minerals, and growth factors that have pivotal roles in supporting tissue growth and the development of the budding Coconut.

Since Coconut water solids support cell growth, Coconut water may be used in products to support the growth of human tissues. Coconut water used in revitalizing preparations for the care of skin, hair, and nails has shown significant improvement in skin elasticity, decreased skin roughness, and improved skin tone.



resveratrol.

We have been using Resveratrol in our Vitamin C serum called **SIRCUIT® Weapon™** and our firming serum **SIRCUIT® Addict™** since 2002, so I'm sure by now you've all heard about how beneficial it is to the health of your skin. This powerful polyphenolic antioxidant is most commonly associated with wine extracts and grape seeds, which has served as our original source for years. However, recent laboratory testing has shown that the Giant Knotweed plant is a much more abundant source of Resveratrol and also a more potent form. So, in keeping with our high **SIRCUIT®** standards, we have now come to replace the grape by-products with Polygonum Cuspidatum (Giant Knotweed) Extract in all relevant formulas moving forward.



peptides.

Peptides are becoming popular in many skincare brands, and I am sure you have already heard of these amazing ingredients.

What are these things anyway? They are naturally occurring chemical messengers and have emerged as important ingredients in anti-aging skincare. To put it simply: each peptide instructs the skin to behave in a certain manner. For example, one may tell the skin to “relax” and the result is wrinkle reduction, or others may stimulate collagen production. Peptides have been featured ingredients in our hugely successful **SIRCUIT® Secret Sauce™** for years.

While there are a variety of different basic peptides available, we wouldn't be **SIRCUIT®** if we didn't recognize (and utilize) new advances in this peptide technology. These are big new advances in this area, I might add, and we have them.

We didn't just drop one of these new peptides in the formula either (like many skincare companies do), and then tout the benefits. We set out to utilize the effectiveness of these advanced ingredients by specifically focusing on what they do, the effective percentages, and how to get the most out of them. We actually combined them with our super powerful Chiral technology and developed something very new and unique in this category. Once you get a chance to use them, you'll instantly see the benefits in your skin.

From neuropeptides that give instant Botox®-like results and minimize expression lines, to peptides that stimulate the production of collagen and smooth wrinkles from the inside, these ingredients will be an eye-opening experience for everyone (literally!).

You will definitely want to experience these new formulas now **SUPERCHARGED** with these new peptide ingredients.



retinols.

We've heard your feedback for some time now and, let me tell you, we love Retinol as much as you do. What other ingredients have decades of research proving they can turn around aging skin? The downside is that many of these Vitamin A derivatives are infamously unstable and, in many instances, can cause irritation.

But of course we're never one to disappoint. We've put together a selection of formulas utilizing different forms of Vitamin A that offer the results you've come to expect from **SIRCUIT®** products, while reducing the risk of irritation.

You can expect to find us utilizing a new encapsulated Retinol, which is a more stable form of Vitamin A that counteracts skin aging (shown to increase elasticity of the skin by 20% and decrease wrinkle depth up to 17% after 12 weeks) and a Retinyl Palmitate which provides gradual non-irritating skin resurfacing, while promoting healthy collagen synthesis.

And if that weren't enough ... we've also developed another option for those of you still a little hesitant to jump on the Retinol bandwagon. This formula utilizes a botanical alternative to Retinol, offering high tolerance and stability. With this new serum, expect to see an acceleration of epidermal cellular turnover and anti-wrinkle activity without the risk of irritation.

In addition, we understand every skin professional knows the benefits of Vitamin A, so I don't need to go into a lot of detail on that, but what I can tell you is that we are very excited about a new Patent-Pending ingredient containing Retinaldehyde. Retinaldehyde is a precursor of Retinoic Acid, as is Retinol. Both Retinol and Retinoic Acid, while excellent against wrinkles and aging skin, can be quite irritating to many skin types. Retinaldehyde is just one step away from Retinoic Acid ... and is considered much more gentle.

We believe it to be the perfect balance between high-level results and extremely low irritation. The problem with Retinaldehyde, however, is that it can be very un-stable and must be protected to survive in formulas. We spoke to experts in the field of Vitamin A stability, and one of them said "If you managed to stabilize it...you would have created the perfect form of Vitamin A." We set out to find a way to stabilize it (in a new natural way) and we have done just that.

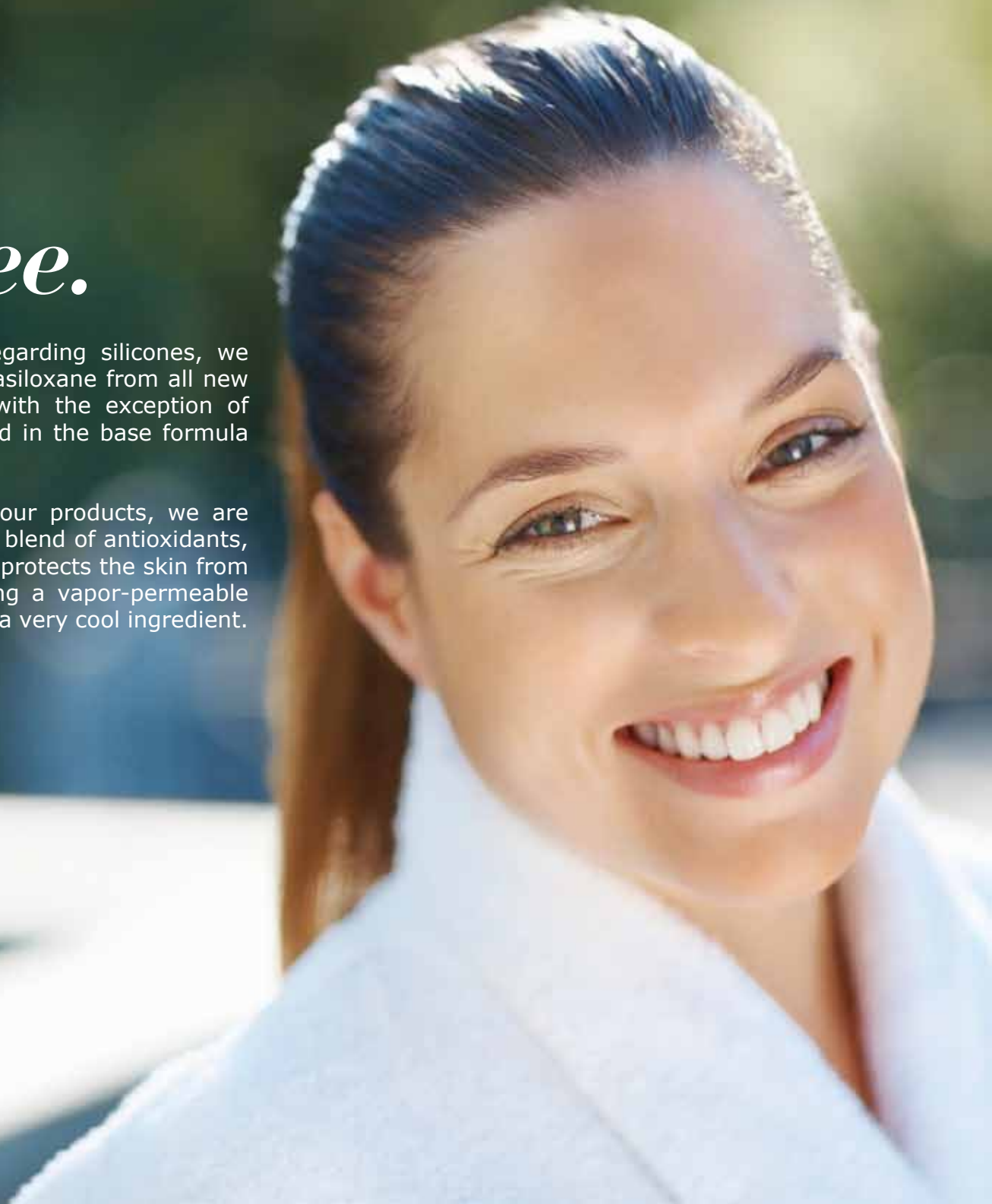
Stay tuned for this one. It's a game changer.



silicone free.

To avoid any unnecessary controversy regarding silicones, we have removed Dimethicone and Cyclopentasiloxane from all new and any updated **SIRCUIT®** formulas (with the exception of **SIRCUIT® Soleil™**, in which it is included in the base formula and cannot be removed).

As an alternative to silicone in many of our products, we are now using a brand new ingredient that is a blend of antioxidants, Kukui, and Macadamia oils. This ingredient protects the skin from damaging free radicals while also providing a vapor-permeable barrier that helps to aide in healing. This is a very cool ingredient.



plant preservatives.

We have been Paraben free from our beginning. We never had to use them because we never needed to, and our competitors are still trying to figure that one out.

We are, however, very committed to looking at new ways to add to the stability (shelf life) of the products we offer, and we have found a great new natural ingredient that does just that. This new plant-based preservative has broad-spectrum antimicrobial activities, which allows for a longer shelf life. It is totally non-irritating and has been shown to be devoid of skin sensitizing effects, which is great for anyone with sensitivity issues. It is also biodegradable and, thus, presents no pollution hazard. We absolutely love it.

Since our beginning in 2002, we formulated in a new way. A very different way from the traditional formula development strategy. This "different way" is our secret strategy and has played a huge role in our success, allowing us to focus on quality over price point.

For those of you that are not aware, the price point and the size of the container is a very important consideration in the development of a traditional skincare formula. It usually dictates what percentage of the "goodstuff" is required or what amount of the "badstuff" was needed to make the intended margin.

The traditional skincare formulation strategy is to start with water (usually lots of it) and add in the intended ingredient or ingredients (I'll call this the "goodstuff"). Then they add the fillers, artificial color or scents, and chemical preservatives, ("badstuff") etc ... to finish out the formula. Because price points and margins are the driving force in our industry, usually when it's finished, there is not enough of the "goodstuff" to have much overall effect or offer much in the way of results, even after multiple weeks of use.

This standard formulation method (where the majority of the formulation is all chemicals, fillers and preservatives) used by many, many skincare companies is also one of the reasons why we believe we see so many sensitivity issues in skincare. We all understand that our bodies recognize natural, but that we don't always know what to do with all the chemicals we slather all over ourselves.

We just formulate in a very different way.





made sexy:

Considered the “sexy cool” skincare company by many of you out there, a sincere thank you is necessary. It has always been our priority to continue to offer you unique marketing that sets us apart from the generic stale images we see everyday, and we are humbled by the compliment.

Although we have put a big emphasis on product innovation, we have also invested heavily in our infrastructure. Staff increases in Marketing, Social Media, and Customer service help to ensure our efforts to be your “go to experts” when it comes to skincare innovation. We hope we will not disappoint.

We also have a brand new website in the works with up to date improvements, including new customer service and production planning procedures, ensuring your orders are shipped quickly and always correctly.

In addition, because of and in appreciation of your enthusiastic loyalty we will be implementing a very exciting, new reward program, because for no other reason than ... you deserve it.

Our Retail division called **SIRCUIT@SKIN**, will be offering a broad selection of products, formulated with the purist combination of medical grade ingredients encompassing close to 35 different skin treatment solutions. **SIRCUIT@PRO**, our professional division, will also have over 35 unique products designed to address every kind of specialized skin condition. It’s a large assortment that offers our loyal **SIRCUIT@** addicts (you know who you are) all the tools they need for beautiful skin.

No surgery or needles, just a daily commitment to providing your skin with the very best in “**chic science**”. Stay tuned.

Are you ready? We are.

SIRCUIT®SKIN cosmeceuticals



because ingredients matter.