



ENVIRON™

press release

## **lonzyme® Focus Frown Serum**

How can you stop frowning or reduce those dreaded lines caused by repeated facial expressions?

Today's stress, is enough to make anyone frown – but all this frowning can only result in premature frown lines on the forehead and around the eye area.

Once again Environ® comes to the rescue with a groundbreaking, scientifically proven formula that when applied to the targeted area assists to smooth and soften frown lines. Frown lines become lighter, muscle tension reduces in the forehead area and deep lines become less prominent. Skin is healthier and more elastic resulting in younger, smoother looking skin.

Only the very best raw materials are used in the formula. These ingredients are individually very expensive putting them out of reach of many other cosmetic houses. It has always been Environ's philosophy to invest in only the best ingredients that really work rather than expensive packaging and marketing.

Environ's lonzyme® Focus Frown Serum contains a cocktail of active ingredients that attack the process of wrinkle formation in three different but complimentary ways to ensure incredible, visible results;

- Argireline® - well known to reduce the depth of wrinkles caused by contraction of the muscles for facial expression, especially in the forehead and around the eye area. Argireline is also a safer, non-invasive, mild alternative to Botulinum Toxin. It penetrates the skin sufficiently to target the same chemical complexes and thereby soften muscle activity in a non-invasive way.
- Leuphasyl® - works in a different way to soften muscle activity and compliments the effects of Argireline to assist in blocking the contraction of facial muscles.
- Vialox® - works from a totally different approach by making muscles less responsive to nerve impulses.

This product is specifically formulated for those with smile and / or frown lines and is safe to use on the delicate eye area.

When used on its own, topically, results will be noticeable within three weeks however even quicker results can be achieved if used in conjunction with the Environ Cosmetic Roll-CIT™ or the new Environ Cosmetic Focus-CIT™. The serum also works particularly well when used in association with low frequency Sonophoresis, with many people having seen visible results within 1 to 2 hours.

Environ Ionzyme Focus Frown Serum is packaged in a 20ml blue dropper bottle.

[www.psb.net.nz](http://www.psb.net.nz)

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