

## **“The Miracle of Jeunesse” Presentation by Dr Nathan Newman**

### **Video Translation**

Let me give you a little background about what I do and how I came to be where I am today with the stem cells.

When I did my internship, I was very interested in hormones and fat and diabetes and obesity. Then I did my dermatology residency and that was a lot involved with fat, as well. And there was a lot of diseases and a lot of surgeries that were done with fat. And I looked at how people did different surgeries. And when I did my cosmetic surgery fellowship, we obviously learned all the traditional ways of doing surgery and we learned from different teachers and from different doctors how they would do their treatments.

And one of the treatments that I was really fascinated by was the fat-grafting treatments. The fat-grafting treatments have a poor reputation in the old days because a lot of the times the fat that was being injected wasn't being taken very well into the body. And it would last 3 months or so and then it would go. Or they would get very poor results. And people didn't like it.

During my training, I learned there were different ways of doing it. And one of the ways that we decided, in my practice, that was more acceptable to me was to manipulate the tissues the least. So a lot of people took this fat out of the body and put it into a sieve and they would put it in gauze. They would wash it and do all these things to it. And then they would put it back in and they wouldn't get good results.

What we decided to do was not to do that. To take it out of the body, keep it into the syringe and then inject it back. And during the last ten, fifteen years that I've been doing this, I got much better results than my colleagues who were not doing that. Five years ago, I figured out why.

The reason that my fat was doing better ... and the way we were doing it ... we were keeping the stem cells and we were injecting it. So we weren't using ... we weren't getting rid of it by washing it away. So the stem cells were kept and were re-injected. So when we figured out that that's why our fat is “taking” better, I just went one step further. I said, “Why don't we just take the stem cells and double them, triple them, and inject them back to get the results.” At the same time, we were using fiberglass for doing grafts for wound care and for diabetes ulcers and we did the same thing. We switched it from fiberglass to stem cells from the fat.

The stem cells from the fat are very unique. They're the most concentrated amount of stem cells of any body part. They are able to do many things that other stem cells are not able to do. They're able to become muscle, bone, cartilage. They're able to become the sheath around the nerve endings ... without us having to manipulate them in the laboratory. That's how they're programmed genetically. That's how we're made.

And the stem cells from other body parts, like the blood, the cord blood, they're not able to do the same thing. They generally become blood-derived products. So when we took these and we put it on the wounds, we saw that the wound is healing and the skin is getting better.

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And when we started doing the stem cell lift, and we doubled and tripled our stem cells, we also saw that the skin was getting better. Let me show you some of these pictures so you see why it works and then I'll talk about how this translated into what Luminesce is and why it works.

Here is someone who has lost volume in their face. A lot of times, in the old days, we used to think this was because she's got bags under her eyes. Well, everybody has bags under their eyes because that's the fat that supports your eye ball. When we change our weight, when we lose weight, when we age, we lose this fat on our cheeks. And then that fat under the eyes protrudes a lot more.

The concepts are changing in cosmetic surgery. We're not just pulling and making things tighter ... but filling and making it more volume. Giving it that youthful look. And when you do that, you transform this person into a much younger-, healthier-looking person.

This is 12 days "out" ... So she's not bruised. She's able to go out. She's able to do things that she would normally do. You were not able to do this with traditional surgery. She would need an eye surgery. She would need cheek implants. A lot of things that we don't do anymore.

So the stem cells are just starting to work. It's going to take about 3 months for those stem cells to incorporate into the tissues and to continue to give her improvement.

Here's another patient and she's got a lot of hollowness here. She's an avid runner. She's a marathon runner. She's lost a lot of the volume in her face because she's very athletic. So when you put it back in, four days later she looks much more youthful. And if you look at her nose and you look at her lips, which I didn't actually touch, the proportions have changed and she looks a lot more balanced. The proportions to her nose and cheeks makes her nose look smaller. But we didn't really touch it.

Here's someone who had a facelift ten years ago. They didn't like the way they look. They were always on tv but they were being told that they look tired or that they don't look as healthy or as young. And I put the stem cells here and here. And basically, again, I didn't touch her lips and I didn't touch her nose. And she's much more youthful and much better. And this is two years out. So she's gotten very good results. She looks very natural. You wouldn't see her in the street and say she's had plastic surgery.

And one other thing we did for her ... She had kids, and since her kids, she didn't enjoy .. ahhhh ... "things" the way she did before. So we took those stem cells and we injected them, actually, into the vaginal canal. So she got a rejuvenation down there, as well. Her comment was that it should be mandatory for everybody after kids (laughter)

Alright, this is where I have the passion. This is a patient who has skin cancer and you just saw the video for him. He couldn't get anybody to fix him using traditional reconstructive surgery because there were no blood vessels here. All the radiation had killed off his blood vessels. Every time they would try to cut this, it would start to die off. They couldn't fill it because it would start to die off. The skin didn't have enough blood flow to it. What we did was bring in the stem cells from the corner ... from here ... and we put it in and filled it gradually, building in all the blood vessels.

It took me two years to do this, but when you touch his jaw now, it's hard. When you touch up here, it's

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soft. I didn't do that. That's the stem cells. They know what to do. His skin was very damaged by the radiation. It looked terrible. His skin ... you can't see it in the pictures very well ... but his skin looks almost normal because of the stem cell treatments. That you could not get with any reconstructive surgery. You can use it on all skin colors. You don't have to worry about discoloration. You don't have to worry about the issue of keloids.

Here's someone who didn't have a lot of jaw over here ... and she wanted to get a jaw implant. She came to me and I said we can do this without doing an implant ... and we did it with the stem cells. And this is right after. And I've seen her back a few times and she looks fantastic! It's her jaw and it will move the way she ... and it will change with you over time .. and it will age with you. It will always look in proportion to your body.

Here is another patient. She had some aging issues. She had lost some volume. But what really struck me was the skin. Look at the texture here .. and look at the texture here. That is just doing it with the stem cells. That's just how the stem cells communicate and tell the skin to rejuvenate.

Here is somebody who has a lot of sun damage. She doesn't have a very good jaw line. And here we did the stem cells and she got her jaw line back. Her skin here is much improved. But it's not a miracle. We're not going to go and reverse everything. Her skin is better, but you will not be able to improve the skin and get everything like this by just doing a facelift because you tighten it ... you would make it tighter ... but all these lines still would be there because these are creases in the skin.

Lips ... When we did the lips, they looked good and we did the laugh lines. I'm just showing you how some people get less swollen and some people get more swollen right after the procedure.

We can do it in men. In men, it's great because there are no scars. You don't have to worry about hiding the hairline and looking different. Men don't like to have anybody know that they've done anything, so ...

We can do the hands. Basically, you can do any body part that you want.

So the telltale sign of any person is that they do their face and they don't do their hands. So I generally try to match the hands to the face so nobody can tell.

The nose ... here's someone who didn't like her nose and had a little bit of loss of volume here, and she had everything fall down. And we did her nose and her under-eyes and everything got lifted. Her nose is straighter but it doesn't look bigger. Because the proportions are changed, it actually looks smaller than over here. So everything is about proportion ... volume. The whole concept is changing to this. And all this without any surgery. She got off the table and she went. She was my nurse. She went back to work.

And that's how we got to here. By doing all those treatments, we saw how the skin got better. By doing the burn victims ... and doing the ulcers ... we saw the skin is getting better and it's healing better.

And in the laboratory when we were growing all these cells, we saw that these cells communicate with one another. And when we look back into all the clinical data that we have ... and we look back into the studies done on different things ... I don't know if you guys have heard of Latisse and all these eyelash

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things that came out ... they're basically all because of prostaglandins. They took all these things that the cells produce and they said, oh, this one does this .. this one does this .. and it's all chemical reactions.

So here we took Luminesce in the laboratory. The cells that we put in are stem cells. And when we put them in the laboratory, they are talking to each other. When they're talking to each other, they're using a language called "chemical language."

Our bodies use chemical language to talk to each other. Our cells use the chemical languages. We use words and our cells use chemicals. Those chemicals include cytokines, interleukens, prostaglandins, growth factors. And all these basically language materials that were being produced in the laboratory by these cells, we took them and we bottled them. So there's no cells in here. This is not a live tissue. But this is a live product. There's a difference. There's no cells in here ... but everything that's in there is produced by a cell. And when you grow these things in a laboratory, no two cells are alike, just like no two people are alike. So every time we grow them, we're going to have different batches. Every time we do a cycle in the laboratory to get these stem cell products, we're going to have a little bit of variation. Not a lot. They're still within the norm. We've tested it to make sure we have enough of everything. But there is a little variation from batch to batch. And that's why if you look at these things, they may be a little bit redder, maybe a little bit this way or that way. But it is a live product and that's why it works. Because when you put it on your skin, those cytokines, those interleukins, those communication methods that the cells are using, now you're introducing to your skin. And it's going to go into your cells and tell your cell to rejuvenate and it's going to tell your cells to rebuild and renew and that's why you're getting the improvements.

A lot of people will get improvement in their pores. A lot of people get improvement in their texture. A lot of people will get improvement basically in the overall feel of their skin. And it takes time for these cells to replicate collagen. It takes three to six months to see the results. But people feel the change much sooner. And when we look at the data that we have (you've seen most of these things) ... So people saw ...

88% saw that their skin got better

75% saw that the texture was smoother and nicer

70% saw that there was firmer (but that takes a little bit longer)

And the fine lines got better (not the deep lines ... the creases that I couldn't even do with surgery ... but the fine lines will get better)

We have some testimonials from patients who had used it for different things.

This woman got a burn ... 8 days later with the Luminesce she's much, much better and she's healing.

Here's another one that got burned and again you see much improvement.

I've seen improvements in patients with rosacea, with acne, with all sorts of inflammatory processes that when you put Luminesce on, it goes in and it reduces the inflammation because that's what the

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cytokines are doing

They interact with your cells, reduce inflammation and improve your skin. So that's where we are today with Luminesce.

The next project we're working on is using the stem cells to make the rest of the skin product line so we can do more things with it. This is going to do most of the basic things that we want to do, but it doesn't do exfoliation. It doesn't do sun block. It doesn't do all the other things that are necessary for good skin care. And that's going to be coming in the pipeline.

But what's really exciting ... and what I'm looking forward to seeing if we can make it work ... and to see how well it works ... is the hair product. So I'm going to try to get these stem cells ... and we're going to test it ... and see if we can get really good hair growth using the language of the stem cells to signal the cells to help the hair grow, instead of stopping it from growing. Because the reason we lose our hair? Because our body gets the signal to stop the hair from growing. So if you do the opposite ... or block that action ... you're able to re-grow the hair and that's what we hope to show that we're able to do.

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