

Factor G from SeSDERMA Revolutionizes Contemporary Treatments

By Bob Kronemyer, Associate Editor



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The recently launched Factor G from SeSDERMA USA, Inc. (Atlanta, Ga.), is a non-oily lotion that contains a high strength mix of cytokinin plant growth hormones for stimulating the skin's cellular regeneration, especially basal layer keratinocytes and fibroblasts.

"These growth hormones have senescence retarding effects on plant leaves," said Gabriel Serrano, M.D., president and founder of SeSDERMA. The natural ingredients in Factor G include kinetin, marine brown algae (*Pelvetia canaliculata*) and gibberellic acid. "These growth factors increase the production of proteoglycans (collagen and elastin fibers), glycosaminoglycans (hyaluronic acid), laminin and fibrillin-1. These proteins are all vital in maintaining the consistency and elasticity of the skin." They also exhibit anti-oxidant properties.

Kinetin, marine brown algae and gibberellic acid are "highly effective in reducing the appearance of fine lines, wrinkles, sun spots and redness, while improving skin roughness and tone," Dr. Serrano noted. "All of these ingredients significantly improve the skin barrier function and help the skin retain moisture, making the skin softer and smoother."

Marine brown algae shows DHEA-like properties (youth hormone) and helps reduce fine lines and wrinkles by stimulating the synthesis of proteoglycans, "which are responsible for providing elastic properties to connective tissue, thus increasing the skin's firmness," Dr. Serrano said. As a result, microcirculation around the eyes is improved and there is a reduction of dark circles and eye bags.

In addition, two cytokines found in Factor G have been identified for a beneficial effect: indole-3-acetic acid and benzyl amino purine. Furthermore, some of the substances extracted from marine seaweed (e.g., brown algae polyphenols) also benefit patients. "New research suggests that marine seaweed may protect the skin from ultraviolet B induced skin cancer," Dr. Serrano commented. "These compounds appear to be very effective at fairly low doses, both orally and topically. Laboratory research has shown that brown algae polyphenols (BAPs) are strong antioxidants that may have anti-cancer properties."

Oral and topical BAP treatments alike may reduce the levels of the enzyme cyclooxygenase-2 (COX-2) and the hormone like substance prostaglandin E2.

"Both are strong indicators of inflammation and cell proliferation rates in the skin," Dr. Serrano said. Gibberellic acid is another plant growth factor (gibberellins) that accelerates skin regeneration and stimulates epidermal and dermal cells.

Main indications for Factor G are age related fine lines and wrinkles, hyperpigmentations, sun damage, freckles, uneven colored skin, dark circles and eye bags. However, unlike most other skincare products on the market, Factor G contains kinetin at lower concentrations. "This lotion is a synergistic mix of three very high strength cytokinins," Dr. Serrano noted. "Most patients show improvement within the first 30 days, well established and significant improvements are observed after three months of treatment."

Factor G is suitable for all skintypes. "It is also an effective alternative to retinoic acid and alpha hydroxy acid (AHA) products," Dr. Serrano said. "The lotion is excellent for people with sensitive skin because it does not irritate the skin or increase the skin's sensitivity to the sun and redness."