



**Non Surgical**

**Non Invasive**

**No Chemicals**

# The Aging Face



# **Intrinsic and Extrinsic Factors**

**Some Skin Experts Divide Skin Aging  
into Two Categories...**

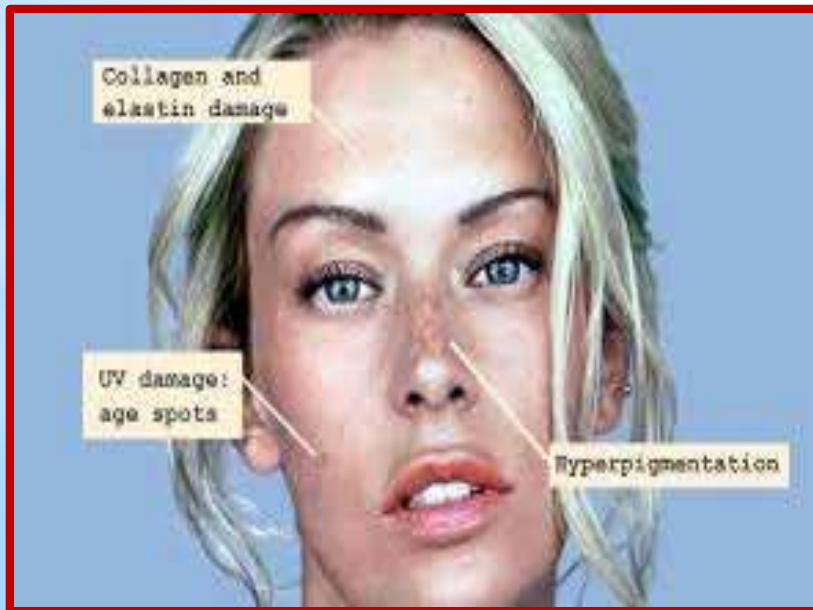
# Intrinsic Factors

Refers to the effects your genetic makeup has on your aging process.



# Extrinsic Factors

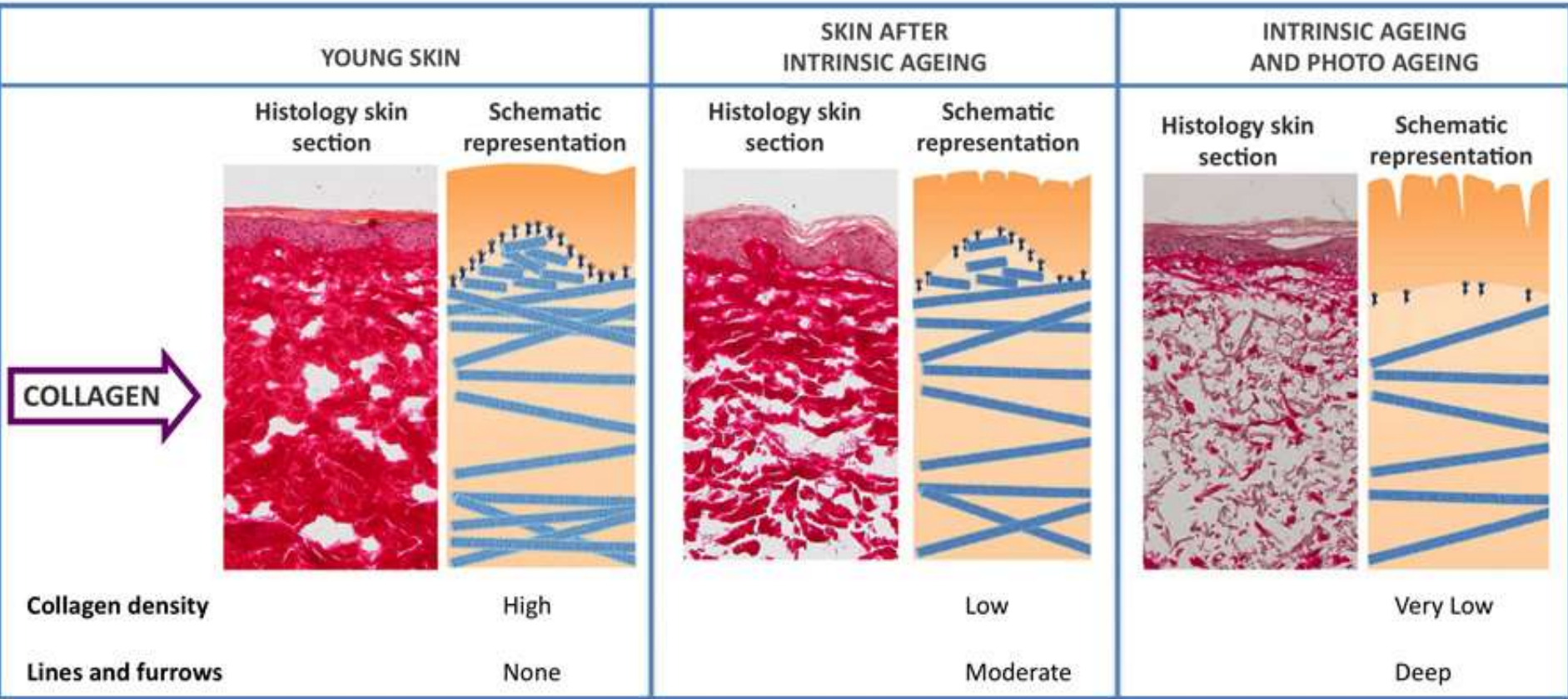
Refers to sun exposure, repetitive facial expressions, gravity, sleeping positions, and smoking.





# **Age Related Skin Changes**

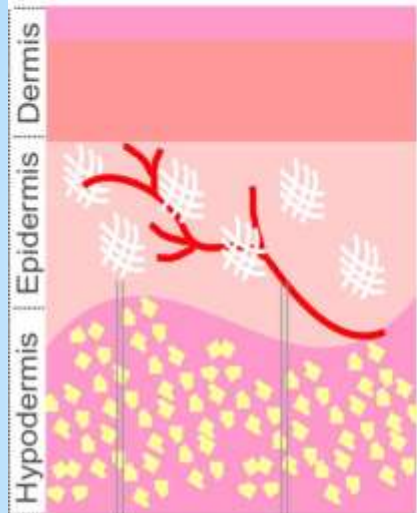
- **Thinning and Atrophy of Epithelial and Fatty Layers**
- **Collagen and Elastin shrink and degenerate**
- **Dermal Fibroblasts cease replicating all resulting in thinner, drier and less elastic skin that heals more slowly.**



Graph modified from: E. C. Naylor, Maturitas, 2011, 69, 249-256.

# 20s

Free Radicals Attack Surface  
Environmental Damage is High



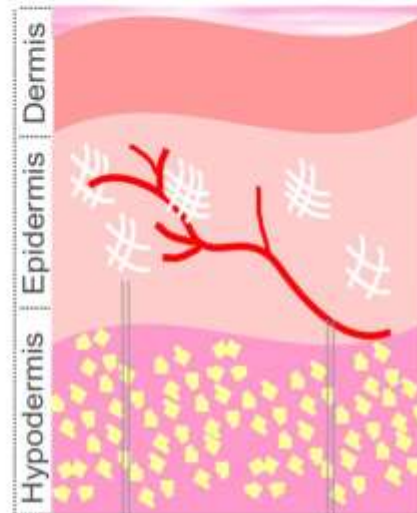
Collagen  
Fibres Healthy

Vascular  
Tissue

Constant exposure to the sun  
& fast life style leads to skins  
premature aging.

# 30s

First Signs of Aging Appear  
Dull, Lackless, Lifeless Skin



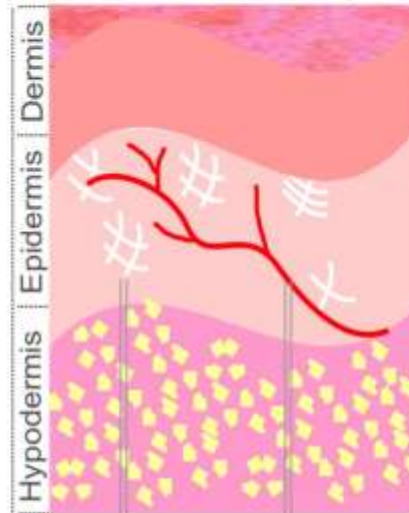
Collagen  
Fibres Lessening

Vascular  
Tissue

Skin regeneration is reducing  
leading to dull complexion &  
uneven skin tone. Use of harsh  
skin care can become apparent.  
Elastin degradation can show  
first signs of aging.

# 40s

Significant dullness, aging &  
dark spots. Skin sensitivity.



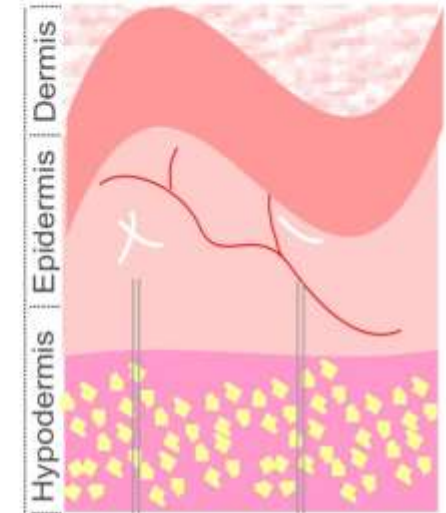
Collagen  
Fibres Reducing

Vascular  
Tissue

Skin thinning can cause  
sensitivity, redness, dry, oily,  
sudden redness. Photo aging  
appears - dark spots - more  
prominent signs of aging  
appear.

# 50+

Significant tension decrease.  
Moisture retention slowing.



Collagen  
Fibres Reduced

Vascular  
Tissue Thin

Decrease in surface tension impairs  
skin structure and ability to defend  
itself. Barrier lessens leading to  
less efficiency in retaining moisture.  
Combined with excessive dryness  
sometimes accompanied by adult acne.



# Ezzilift Technology

**AVAZIA**



- **Ezzi-lift is a cosmetic facial massage device with a built-in metal plate to apply microcurrent for reducing the appearance of fine lines and wrinkles.**
- **Ezzi-lift with Photodynamic offers those same microcurrent benefits but adds LED lights in green, yellow, orange and red to enhance the benefits of an Ezzi-lift facial.**

- Results may be visible **immediately** and last up to **10 days**
- **Non-drug, non-invasive** facial massage has no downtime, no redness or puffiness.

- **Microcurrent** facial stimulates the body's own system to naturally increase production of **elastin** and **collagen**
- Targeted massage may stimulate the **lymphatic system**
- Application may be targeted to traditional **acupuncture points** for improved sense of wellbeing



# **Areas That Benefit From Treatment**

# Scar Tissue

- Ezzi-lift is frequently used to reduce the appearance of keloidal scar tissue.
- Research has shown microcurrent effective in reducing scar tissue.

# **Acupuncture Points**

**The pencil electrode makes it convenient to use the Ezzi-lift to stimulate traditional acupuncture points**

# Acne

Specific point treatment helps prevent eruption of acne blisters.

Research has shown microcurrent is an effective treatment.

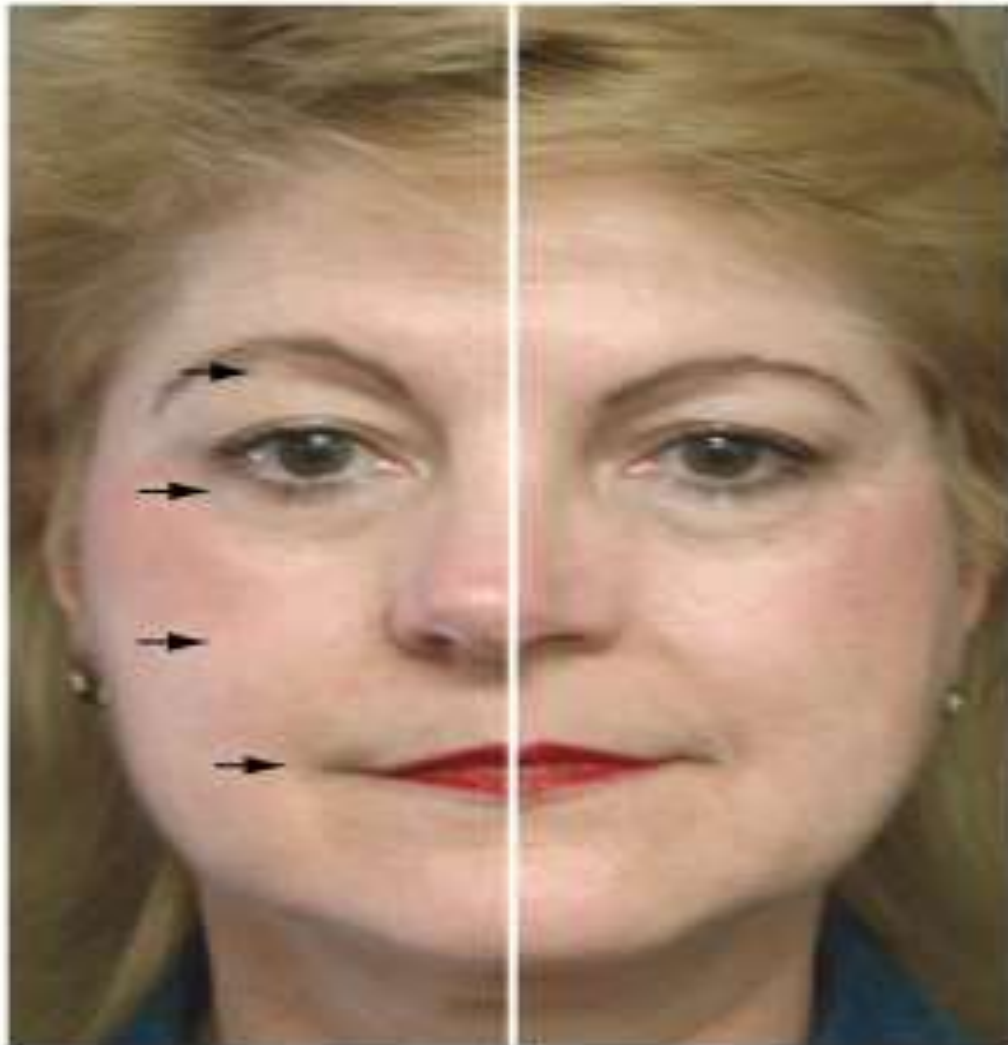


# Massage

Ezzi-lift may be used as a **gentle** massage or as a supplement to massage to stimulate the body's own production of **neuropeptides** to improve general sense of **wellbeing** and healing.

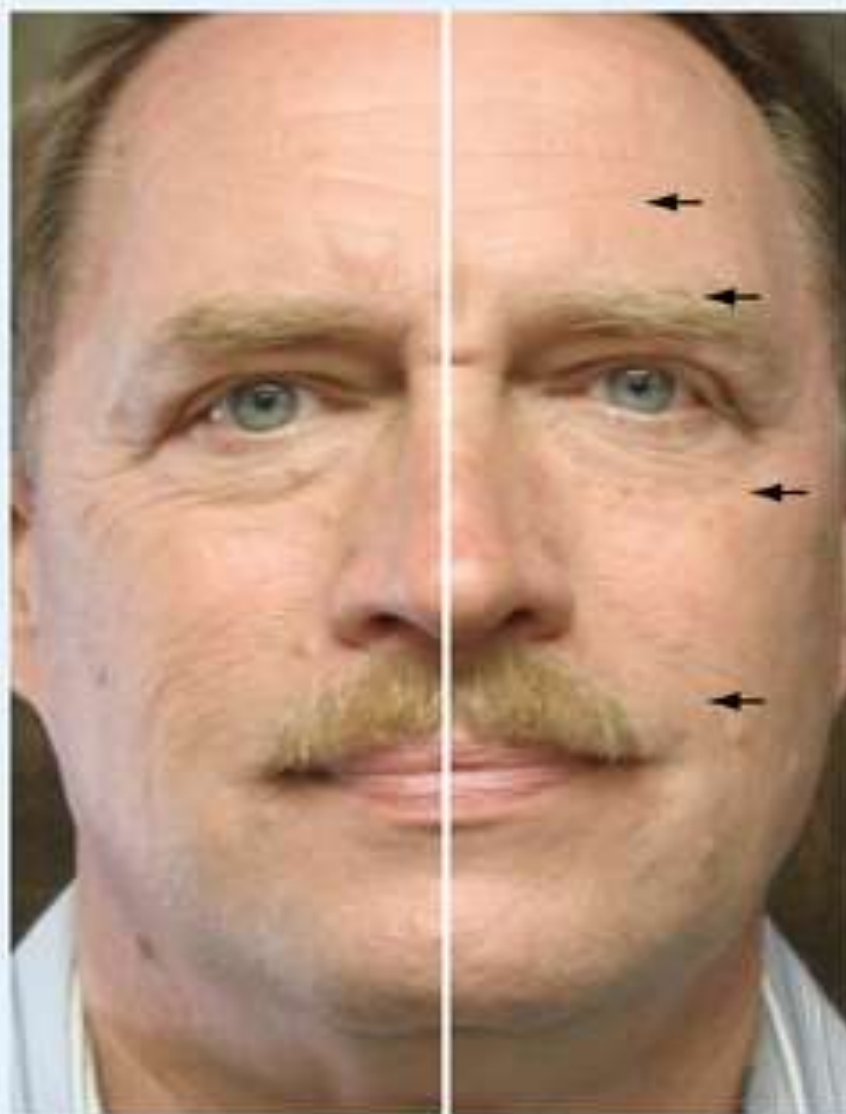
# **Minor Scratches/Bruising**

**Application of Ezzi-lift stimulates perfusion and improves healing of minor skin injuries.**



TREATED  
(after five days)

UNTREATED



UNTREATED

TREATED  
[after one treatment]



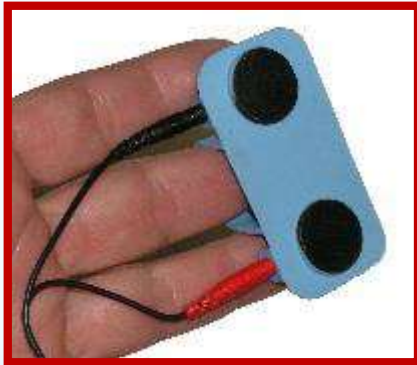


## Ezzi-lift and Ezzi-lift with Photodynamics

# Accessories



Y electrode



Flexible  
electrode



Face mask



Brush electrode



Pencil  
electrode

# EzziLift Kit

