



*****ATTENTION REPORTERS, EDITORS *****

**P&G BEAUTY RESEARCH IDENTIFIES GENE EXPRESSIONS
RESPONSIBLE FOR SIGNS OF SKIN AGING**

World Congress of Dermatology Data Reveals Mechanisms of Skin's Aging Process

BUENOS AIRES, ARGENTINA (Sept. 30, 2007) – Utilizing sophisticated tools of genomics, P&G Beauty researchers are making great strides in understanding more about the signs of skin aging at the gene expression level. At the 21st World Congress of Dermatology in Buenos Aires, Argentina (Sept. 30 – Oct. 5), P&G Beauty scientists are presenting several studies which point to the genes and biological mechanisms responsible for the appearance of skin aging.

For example, researchers were able to identify the exact processes and metabolic pathways that differentiate young versus old skin in one study using skin biopsies collected from ten young and ten aged female subjects (18-20 and 60-76 yrs.). The study allowed scientists to identify pathways that are active in young skin but inactive in old skin, as well as those that are overly active in older skin, such as inflammation. This research will be presented by Michael Robinson, PhD in a poster titled, *Immune and Inflammatory Gene Expression Profiles of Chronological (Intrinsic) Skin Aging and Photo-Aging* [Poster # 4151, Room Ochre].

In a separate analysis using the same skin biopsies, researchers observed gene expression changes that differed between intrinsically (natural or chronological) and extrinsically (caused by environmental factors) aged skin. Specific gene expressions differed between intrinsically and extrinsically aged skin; however, a general pattern of decreased skin barrier function was found among both. This research will be presented by Robert Binder, PhD in a presentation titled, *Gene Expression Profiles Associated with Intrinsic and Extrinsic Skin Aging: Focus on Epidermal Barrier and Differentiation Markers* [Oral Presentation – Interactive Session IC09 “Aging,” Abstract # 1006, Oct. 2, 13:15-14:45, Room T].

By understanding how specific genes are modulated by the aging process, scientists now have the means to develop treatments to shut down those processes that age skin considerably. "In the future, we may be able to specifically regulate certain processes such as inflammation, proteolysis, lipid biosynthesis, or cellular differentiation, known to be involved in the breakdown of skin as it ages," speculates Dr. Robinson.

In addition to studying gene expression, P&G Beauty scientists have been utilizing *in vitro* skin equivalents to understand other biological mechanisms affecting skin aging. Two noteworthy poster presentations will showcase findings made possible through the applications of multi-layer human skin equivalent cultures.

- ***Inhibiting the Effects of Oxidative Stress Via Topically Applied Antioxidant Formulations***
Poster Presented by Mary Johnson [# 4140, Room Ochre]

- ***Evaluation of the Cosmetic Ingredients Niacinamide and N-Acetyl Glucosamine in Tissue Engineered Human Skin In Vitro***

Oral Presentation by Rosemarie Osborne, PhD [Interactive Session IC26 “Cosmetic Dermatology II,” Oct. 4, 13:45-16:00, Room A]

In addition to the quality data presented in poster and oral presentations, P&G Beauty will host the following sponsored symposia:

- **Hair and Scalp Science Breakthroughs**

Wednesday, October 3, 14.00 – 16.00, Room B

Presented by:

Rodney Sinclair, MD (Chair); Amy McMichael, MD; Ramon Grimalt, MD; Tom Dawson, PhD; Ralf Paus, MD; Antonella Tosti, MD

- **Skin and Anti-aging Research Update**

Thursday, October 4, 8.45 – 10.45, Room B

Presented by:

Alexa Boer Kimball, MD (Chair); Paul Matts, PhD; Jean-Paul Ortonne, MD; Kevin D. Cooper, MD; Wenyuan Zhu, MD; Zoe Diana Draelos, MD

- **Cosmeceuticals: Practical Solutions for Common Problems**

Thursday, October 4, 16.30 – 18.30, Room D

Presented by:

Zoe Draelos, MD (Chair); Steven Shiel, PhD; James R. Schwartz, PhD; J Frank Nash, PhD; Patricia Engasser, MD; Harald Schlatter, PhD

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