



CIRCADIA

by Dr. Pugliese

Advanced Professional Skincare

## Circadia by Dr. Pugliese, Inc.

The 10 year anniversary of Circadia by Dr. Pugliese, Inc. in 2012 marked a culmination of the vision held by its founder. Peter T. Pugliese, M.D., the esteemed educator and author of *Advanced Professional Skin Care, Medical Edition*, has taught the science of skin to aestheticians for more than 30 years. Over the last decade, the specialized Circadia brand of professional skin care products has demonstrated that exceptional results can be achieved with the combined disciplines of sound scientific principles and skilled cosmetic chemistry.

The Circadia name derives from the Latin *circa dies*, meaning "around the day." Circadia utilizes the body's own circadian rhythms, defending the skin from environmental insult during the day, and safely stimulating repair mechanisms during sleep. The professional treatments are distinguished by Dr. Pugliese's discovery that natural repair can be achieved without inducing damage. The signature SWiCH Dermal Rejuvenation System is a peel alternative that safely stimulates the Krebs cycle to enhance energy production and cell turnover. Circadia body care includes the most effective anti-cellulite treatment product in the industry, a category pioneered by Dr. Pugliese's research.

Through a close association with the Society of Cosmetic Chemists, Circadia remains current and at the crest of scientific new product development. Circadia has recently introduced 15 new products, as well as updates to the classic formulas which have built the brand over the last decade. New-generation peptides, vitamins, botanicals, antioxidants, stem cells and emollients have been carefully selected for inclusion in these line extensions. The products also utilize non-paraben preservative systems. The expansion of Circadia specialty items includes cleansers, lotions, mists and serums for the comprehensive treatment of wrinkles, pigmentation



disorders, acne and rosacea. An impressive new packaging rollout has enhanced the retail shelf appeal of the product. The selected package components support renewable energy, so that beauty of the new look is matched by an environmental consciousness.

An enthusiastic team of distributors, representatives and trained aestheticians are accessible in the Circadia booth at every major skin care event throughout the year. Demonstrations and lectures throughout the country are listed on our website.

The Circadia corporate facilities are located in rural Pennsylvania, just a few miles from the original clinic and laboratory where Dr. Pugliese performed his groundbreaking anti-aging research. The facility houses operations, product development and manufacturing under one roof. The Circadia Institute offers periodic seminars in its Pennsylvania classroom and in key cities across the United States.

One of Circadia's key strengths in the marketplace is the customized ordering process. New accounts are not required to purchase a pre-packaged opening order. Each practice is evaluated to serve the needs of its clientele, allowing customers to grow along with the brand. Practitioners who offer Circadia services and retail products are trained in-house by a dedicated representative from one of the regional distributors across the country. Circadia has an emerging international presence in European, Asian and Middle Eastern markets.

Circadia by Dr. Pugliese, Inc. has a rich history and a bright future. Dr. Pugliese, at age 87, remains a strong and influential voice in the science of aging skin. Michael Q. Pugliese has earned a distinguished reputation as a lecturer in skin science, and an innovator in new product formulation. He will continue to drive new product development for Circadia, achieving a unique blend of cosmetic elegance and peak performance in professional skin care products.

