

Tried skin care invented
by a celebrity?
Now try skin science invented
by a cell biologist.

 **ATOPIIS**[®] By Dr.
IONA
WEIR

Grey Power
NEW ZEALAND FEDERATION INC



January 2024

Announcing a new partnership between Grey Power and Atopis[®] Skin Health

Dear Grey Power Members,

I'm Dr Iona Weir, New Zealand cell biologist and inventor of the Atopis range of skin health systems. You may have already heard of us from our recent features in Fashion Quarterly, the Sunday Star Times and elsewhere. Atopis is a breakthrough in daily care and dermatology developed from my 35 years of original scientific research. Atopis is sold exclusively online in New Zealand, Australia, and the USA and over the past 7 years has built an enthusiastic and growing fanbase.

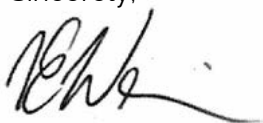
My globally patented secret behind Atopis, The Myrecil[®] Ingredient, has unique benefits for "skin that has lived", promoting your body's own natural hyaluronic acid production and reversing the Skin Damage Cycle. That's why so many of our loyal customers are 55+, and why Grey Power has chosen to partner with us.

This partnership means **Grey Power members now get an exclusive 20% discount* on all Atopis products**. Just use the special code **GP20** when you buy at atopis.co.nz. Even better, if you sign up for our regular newsletter, you'll get a one-time 15% discount* too.

Find out more about our hero products like Intensive Restore, for dry, prematurely aged or damaged skin, Radiant Balance, for sensitive, hormonal or rosacea-prone skin and the AtopisMed range that treats dermatological conditions such as acne and eczema. Atopis has been scientifically tested in clinical trials both here and in the USA, is 100% natural, and made in New Zealand as well as invented here.

We look forward to telling you more about Atopis and Myrecil in the coming weeks. Till then, find out for yourself **97%** of our customers like it, love it, or can't live without it! (See our recent consumer survey results below).

Sincerely,



Dr Iona Weir, PhD
Cell Biologist
Founder & CEO
Atopis Skin Health



**Discount does not apply to items on sale*



Don't just take our word for it. Read what our customers have to say about our amazing skin health systems. Visit atopis.co.nz and use the code **GP20** for our **exclusive Grey Power 20% discount**.



Angela's Story

"I wanted a carefully researched skin product for my skin, without toxins or chemicals. Atopis is patented science, and the ingredients are all natural botanicals with no artificial additives. As I have dry skin, I started using the Intensive Restore system. I immediately noticed the difference – even my beauty therapist remarked on it. Soon my daughters were using the Radiant Balance system for their hormonal skin. Even my husband started using Atopis for his rosacea and it got so much better.

I now recommend Atopis to everyone and I am very much a fan!"

- Angela G.

Pam's Story

"I used to wear lots of makeup to cover my sun-damaged skin – which only created more problems.

Then I saw Dr Iona Weir on TV, so I checked Atopis out and placed my first order. Now it's a way of life! I use the Intensive Restore system and Dietary Supplement. Now people ask me if I'm wearing makeup and I say 'No!'

My three daughters all use Atopis too because it really helps their skin, whether it's oily with acne or dry with dermatitis. I basically tell everyone I meet with skin issues to try Atopis!"

- Pam W.



Janine and Izzy's Story

"Research is important to me so I'm always on the lookout for good science-based products that are as clean and natural as possible. I was very happy when I found Atopis online a few years ago.

I think I've tried everything in the Atopis range now, and to be honest I find it just works!

The Intensive Restore range has been amazing for me, and my daughter Izzy loves Radiant Balance. I've also recommended Atopis to family members and have seen great results with rosacea and acne." - Janine B



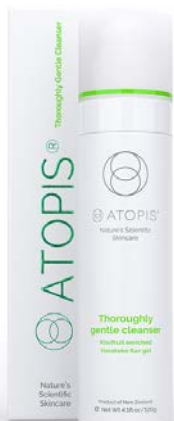
Intensive Restore

Featuring The Myrecil® Ingredient in its most effective formulation yet, new Intensive Restore uses Dr Iona Weir's breakthrough cell biology to reverse the Skin Damage Cycle for mature and dry skin. Ideal for "skin that has lived" and restoring both facial skin and décolletage. As your cells regenerate in the deep layers of your skin, you'll notice what our fans call the "Atopis Glow". [Find out more.](#)



Radiant Balance

Scientifically formulated for hormonal, rosacea-prone, and sensitive skin types, new Radiant Balance contains the most powerful version yet of our patented Myrecil® Ingredient. Rebalances your skin's microbiome and hormonal response, works to build deep cellular structure and protects you against external damage from environmental pollution and stresses. As your skin's complex systems come back into balance, your natural radiance returns. [Find out more.](#)



THOROUGHLY GENTLE CLEANSER

Our super-gentle, innovative clear cleanser for sensitive skin.

REVITALISING TONER

Rebalances your skin's microflora, maximises our moisturising creams.

EYE REPAIR CREAM

The "little miracle" works below the surface to transform cell structure.

IMMUNE SUPPORT

Get "inside out" skin health with The Myrecil® Ingredient in special dietary capsules.

DRY ITCHY SKIN RELIEF

At last, fast, effective relief for eczema and similar conditions.

ACNE PRONE SKIN GEL

A powerful new approach for helping persistent acne.

Recent Media Highlights

FQ

Breaking boundaries

A breakthrough skincare invention by a clever New Zealand cell biologist is getting glowing results.



Dr. Iona Weir is just one of those amazing over-achievers. After being introduced to the world of science at an early age, she's been flying Kiwi hair gone on to a career that's as jaw-droppingly impressive as it is ripe with potential. Dr. Weir gained her PhD from the Cancer Research Labs of the University of Auckland through being the first to discover that the fundamental cellular process of apoptosis (programmed cell death) in plants could be reversed. She later went on to apply this to human cancer and immune cells. As she explored the connection between cell signalling, gut health and immunology, she saw how these inner processes could have a remarkable effect on the outside of the body too – on the skin.

CELL BIOLOGIST TO SKINCARE CELEBRITY

If you're familiar with skincare brand Augustinus Bader, this story might have a similar ring to it. Like Dr. Weir, its creator, Professor Augustinus Bader, is a cell biologist. Both have turned their attention to skin, though whereas German-born Bader has capitalised on celebrity backing for his popular luxury products, Dr. Weir has relied on the strength of her scientific knowledge and natural, New Zealand ingredients in the creation of the Atopis range and her globally patented ingredient.

"There are scientists who like nice, controlled experiments, and scientists who like to blow it up," she has been quoted as saying. "I'm the second kind. That's how I discover things. You only get a breakthrough when you push science to the limits."

When asked what limits she's pushed and what grand discoveries she made during her research phase, she says, "The big 'eureka' moment for me was when I asked if since I'd previously reversed apoptosis

in plants and applied this to human cells, what if I used this technology and applied it to skin ageing? That was when I realised the natural cellular process I'd been studying for the ages, the process that plants have evolved to fight back against external damage, could also be used by our cellular systems to protect and repair human skin and other systems."

Although Dr. Weir admits to not having blown any (big) "up" that "blast", it was definitely a lightning flash moment. Naturally, it's taken years of pushing the boundaries of research to turn that initial insight into real products that work.

INVENTING THE MYRECEL[®] INGREDIENT

The result is 'The MyreCEL'. In patent, a clinically studied, globally patented breakthrough in skin health that works with your own natural cellular defence and renewal systems to restore your skin. Dr. Weir looked to the fundamental biochemical processes at work in both plants and animals to develop this invention, which sits at the heart of Atopis and AtopisMed products.

Plants can turn on different biochemical pathways in response to environmental factors such as UV light or trauma. Dr. Weir learned how to activate signalling pathways that turn a damaged, mature leaf cell back into an embryonic leaf cell. This is what MyreCEL[®] does – it activates plant stem cell pathways to produce compounds that can then be used to promote the same type of cell renewal and regeneration in human skin.

Atopis combines MyreCEL[®] with New Zealand ingredients, Dr. Weir says. "New Zealand still has a lot of natural, untouched plant and insect ecology with interesting and powerful bacterial probiotic effects that are not well understood yet. Working with these, we've been able

to release important nutrients in a form your skin and gut microbiome can absorb, as opposed to just passing through or blocking off you." There's beauty in the science. "Even something as common as sun-damaged or prematurely aged skin, very common here in New Zealand with our high UV levels, suddenly gets a new lease of life," says Dr. Weir. "Our users often say that people ask what make-up they're wearing – and they're not wearing any. Some even get friends asking if they've had work done."

REVERSING THE SKIN DAMAGE CYCLE

The best product to have emerged from this set of circumstances, depth of knowledge and systematic research with local ingredients is Atopis Intensive Restore Cream, which has been reformulated to be its most powerful and effective version yet. The product is said to reverse the skin damage cycle for prematurely aged or damaged skin. It does this two ways. On the surface, Atopis Intensive Restore works to heal your skin's epidermal layer and microbiome, while below it, MyreCEL[®] resets the subdermal and transdermal systems, so they can naturally and effectively regenerate the surface. These new healthy skin cell layers rise up to form a new, renewed epidermis that's not only intensely hydrated, but is also equipped with a strengthened cellular defence matrix. With the damage cycle now reversed, your skin's natural plumpness returns, in time become more even, wrinkles, lines and redness reduce, and you get what users call "the Atopis glow".

So, what's next for this Kiwi science? Dr. Weir's science is being created a bit internationally. Atopis and The MyreCEL[®] ingredients now hold multiple global patents, with more pending. Dr. Weir's extensive clinical trials in Australia and the US have demonstrated that MyreCEL[®] reduces the symptoms of eczema, and as a side benefit

appears to plump the skin in a similar manner to retinoids. Cellular sensors have confirmed it has retinoid-like activity, and is more effective than retinoids at the side effects. The MyreCEL[®] ingredients in Atopis can even be taken as a dietary supplement to help enhance your skin's immune responses. Combined with Atopis creams, it's a true "inside-out" approach to skin health.

TOO MUCH OF A GOOD THING?

"A problem with retinoids," says Dr. Weir of the ingredients that has become standard in the beauty sector, "is that they're retuning on the wrong pathways of apoptosis and thereby putting the skin into 'defence' mode. This means the overuse of retinoids has the potential to be the long-term cause of damage and weakness of the skin. It also results in the skin becoming irritated and sensitive, more redness, dryness, premature ageing, increased sun sensitivity and more serious issues. That's why Dr. Weir's MyreCEL[®] ingredient is such a skincare breakthrough, because Atopis seems to get all the benefits of retinoids, but without these long-term risks. The clinical significance of two eczema trials and successful GMP-certified manufacturing has seen Atopis register in New Zealand for over-the-counter pharmaceutical use in the US – an amazing achievement for a small New Zealand brand. And there's more to come, says Dr. Weir, with The MyreCEL[®] ingredient showing promise in other medical areas. "Watch this space!" she says. atopis.co.nz

PHOTOGRAPHY: JESSICA WATSON

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ATOPIS[®] By Dr. IONA WEIR



...? Government
... of primary industries
... on carpet instead of wool.

National better for
investors? It's not
that simple.
PAGE 38

Kiwi scientist raises \$2.75m to grow ethical skincare brand

Almea Shaw

Dr. Iona Weir says she has previously been incorrectly credited with finding a cure for cancer. And while her science has not ground-breaking neverness, it has been one of the creators behind global best-selling products. The cell biologist – who has seven internationally patented scientific inventions – believes she has come up with a game-changing formula to plump skin and deal with skin issues including eczema and rosacea.

The Auckland-based mother of two says she has always been entrepreneurial, and that the glass ceilings in science would one day lead her down a path of independent discovery.

In the early 1990s, Weir began researching human apoptosis (cell death) and soon realised that plants had similar molecular pathways. She went on to develop techniques to reverse it. If you do not have enough apoptosis, you can get cancer as your body does all the damaged cells, and you get issues with autoimmune diseases. Weir founded Atopis in 2017, which is a culmination of her 34-year career. She is in contrast to many in the industry where she's looked at a formulation for weeks if not months and then



the Mt Albert Research Centre, where she was one of a handful of female senior scientists, and then at Plant & Food Research, a Crown agency, and the Cancer Research Labs at Auckland Medical School.

After a decade working in the Biotechnology sector, she left to join the government as a visiting scientist, and the US Food and Drug Administration. Weir was the chief scientist behind the 2006 and 2016 where she learnt about the system. She was later sold to Nestlé.

York alongside existing long-term investors including Dalmore. Other investors include angel investor groups such as Enterprise Angels, Angel Impact, and a group of individual investors. Atopis has attracted \$2.75 million in investment since 2015, including \$1.5m in the last five months. "Our research is nearly complete and we're about to begin our third and final clinical trial. Once that's done, we'll be ready to move to a larger partnership via acquisition over the next 12 months so that I can continue to build on the innovative new pathways that we've discovered. It's exciting because we're really only just starting."

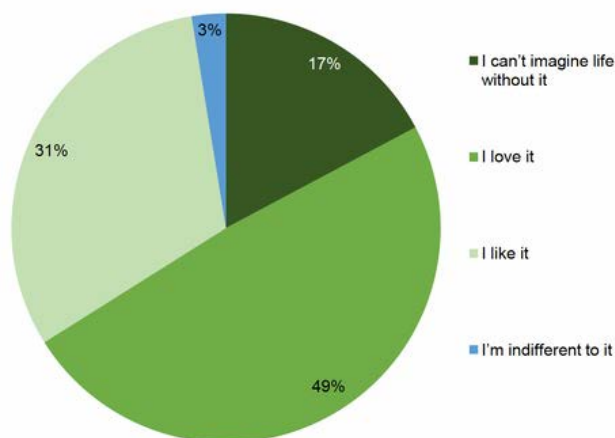
Leading New Zealand scientist Iona Weir has invented MyreCEL[®], a skin cream ingredient which activates when it comes into contact with skin.

ATOPIS[®] By Dr. IONA WEIR

Recent Consumer Research Highlights - August 2023

Two-thirds of Atopis customers say they can't imagine life without it or love it with a further 31% liking it. Just 3% are indifferent and no-one didn't like it

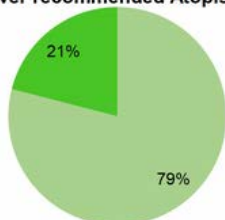
Feelings toward Atopis



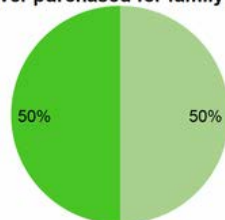
Q. How do you FEEL about Atopis?
Base n=389 (excludes not answered)

79% say they have recommended Atopis, of which 60% have recommended it to at least three people. Half have purchased Atopis products for others

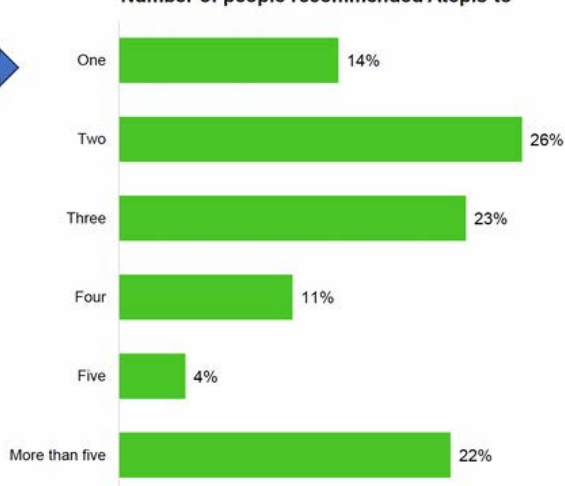
Ever recommended Atopis



Ever purchased for family / friends



Number of people recommended Atopis to



Q. Have you ever recommended Atopis to a friend, family member or colleague?
Q. Have you ever purchased Atopis products for a friend or family member?
Base n=383 (excludes not answered)

Q. How many people have you recommended Atopis to?
Base n=302 (those who have recommended Atopis)