

DMAE INCI: 2-Dimethylamino ethanol

Similar to: N.V. Perricone, MD Cosmeceuticals

DMAE is an amazing nutrient that extends the life of cells, inhibits the cross linking of proteins, which gives the skin a tone and firm appearance. This toner would be a great addition to any skin care line. Toners are a critical part of a daily skin regime to help close the pores after a deep cleansing and lift any dirt or oil brought to the surface with your cleanser. DMAE can cause a tingling sensation. Suggestion:

Aqua (Water), Aloe barbadensis (Organic Aloe) Leaf Juice, Kosher Vegetable Glycerin, Dimethylaminoethanol (DMAE), Salix nigra (Organic Black Willowbark) Extract, Methyl/Propylparaben

DMAE has become very popular as a result of Dr. Nicholas Perricone, M.D.'s top-selling book, *The Wrinkle Cure*, in which he promotes supplementing with DMAE as a treatment for reducing wrinkles. Add to any water soluble product base or during the water phase of your own toiletry. **Recommended use level: 1 – 3%** If irritation occurs, wash with soap and water.

DMAE has been demonstrated to cause skin tightening. Some DMAE studies have shown that it reduces the accumulation of lipofuscin deposits inside cells. Lipofuscin is a cellular pigment consisting of aggregated chunks of molecular waste. It is likely that lipofuscin is not simply a byproduct of aging but also contributes to the aging process. DMAE may also increase acetylcholine levels in the skin, by affecting smooth muscle contraction. In fact, DMAE may be the first agent proven in a study to have at least some positive effect on facial sag.

When applied to the skin DMAE would stimulate acetylcholine release which would trigger a response in the muscles of the face. This activity creates a firmer facial tone and less sagging. DMAE is used topically to reduce fine lines and wrinkles showing a noticeable difference within 20 minutes of application.

Will DMAE lift your face, or your wallet?

What is DMAE and what does it do anyway? DMAE is a short for dimethylaminoethanol, a naturally occurring substance that facilitates the synthesis of a neurotransmitter acetylcholine. DMAE also may stimulate the synthesis of phosphatidylcholine, an important component of cell membranes. Interestingly, DMAE is far better known and researched as a "smart drug" than a skin firming agent. In a number of studies, DMAE has been shown to reduce age-related decline in cognitive ability and memory. It was also found to modestly increase life span of laboratory animals. An intriguing finding in some DMAE studies was that it reduced the accumulation of lipofuscin deposits inside cells. Lipofuscin is a cellular pigment consisting of aggregated chunks of molecular waste. It tends to occur in the cells of older people. It is likely that lipofuscin is not simply a byproduct of aging but also contributes to the aging process. Neurons, heart and skin of older people usually contain particularly large amounts of lipofuscin. Even though DMAE can't fully reverse the existing facial sag, it may reduce its further progression. Some people report a cumulative effect with continued use of DMAE.

DMAE has become most popular as a topical treatment for reducing wrinkles. It can be easily added to any water soluble product base or used by those who formulate lotions and face creams at a rate of 1% to 3% by volume during the water phase of formulating. It is easy for you to measure, mix and make any cream or lotion a potent wrinkle reducer. To check for water solubility, try putting a few drops of distilled water into your favorite face creme. If it blends in smoothly, it is water soluble. When applied, DMAE shows a noticeable difference within just a few minutes of application by stimulating acetylcholine release which triggers a response in the muscles of the face, and creates firmer facial tone and visibly less sagging. Based on the research and top-selling book by Dr. Nicholas Perricone, M.D., "*The Wrinkle Cure*", this remarkable product does indeed show immediate results for most folks. Appearance: DMAE is a white crystalline powder

Recommended use level: 1 – 3% DMAE can be incorporated in emulsions at ambient temperature.

1 oz equals 30 gms - or just under 30 ml

1% of 1 oz. - 0.3 grams of DMAE to 1 ounce water - 0.060865 tsp. = **1/8 tsp. DMAE to 1 oz. Water**

2% of 1 oz. - 0.6 grams of DMAE to 1 ounce water - 0.12173 tsp. = **1/4 tsp. DMAE to 1 oz. Water**

3% of 1 oz. - 0.85 grams of DMAE to 1 ounce water - 0.172452 tsp. = **1/3 tsp. DMAE to 1 oz. Water**

To a **4oz** cream base **for 3%** use level, **add 3.4g/ 1 1/4 teaspoon DMAE**

To a **1 gallon** cream base **for 3%** use level, **add 111.6g/ 3/4 cup DMAE**