

## Why Kyra™ Works

The Kyra™ line represents the best beauty gift that has been given to women in decades - each product performing to phenomenal standards within days - versus weeks, months or never!

In the February 3/2000 edition of the Financial Post, a feature story on the aging baby boom market predicted that a new breed of cosmetics with pharmaceutical properties "will come to the market in five to ten years."

### **That new breed of cosmetics is here now!**

The incredible effectiveness of **Kyra™** is based on the use of optically corrected organic compounds, and as such, **Kyra™** products are true cosmeceuticals - *pharmacologically active products that blur the line between cosmetics and pharmaceuticals*. This means **Kyra™** is years ahead of the mainstream market and *effectively renders 99% of over the counter skin care products obsolete*.

### **Why must optical compounds be "corrected"?**

The science of optically corrected organic compounds is called **Chirality**, which is taken from **kheir**, the Greek word for "handed".

In short, the science of chirality began with **Louis Pasteur**, who discovered that biologically active molecules often occur in **two mirror-image forms** called **isomers** or simply stated - **hands**. You could visualize these "hands" as "sides" whose only similarity is that they look alike. Although they are stereo images of each other, **the chirally correct side is Mr. Hyde** and **the chirally incorrect side is Dr. Jekyll**.

The process of **unzipping** or separating these two sides, is called "**chiral resolution**", and the end result is that the chirally correct side can be isolated and used in highly beneficial ways, and the dangerous rogue side discarded.

### **When a compound has not been chirally corrected . . .**

. . . It can cause devastating side-effects in the human body, and the reason that pharmaceutical companies are spending upwards of \$100 billion annually on both chiral research and the "chiral correction" of their drugs, is because they now know that many of the unfortunate side-effects of prescription drugs are caused by chiral incorrectness!

Today, the FDA in the United States has mandated the "chiral correction" of the top 100 selling prescriptive drugs. Further, they will not approve any new drugs that are not chirally "resolved".

### **Human beings are both chirally sensitive and chirally pure . . .**

... And at this point in our human evolutionary history, the biochemistry of the human body is becoming increasingly chirally selective and chirally pure - partially due to environmental attack and toxin overload.

**Kyra™** works because it actually addresses the chirally pure nature of the human body on a molecular level. Remember, "chiral incorrectness" and the use of petroleum byproducts are the two principal reasons that mainstream skin care really can't offer us any hope of delivering meaningful results.

On the other hand, if an active ingredient is chirally correct - meaning it has the right optical activity so as to be recognized and "fit" the chemistry of the human body, it will do the job nature designed it to do.

**Welcome to the future of true anti-aging skin care, and all the future breakthroughs that chiral science can and will make possible!**