

## LIQUID CRYSTALS



THE NOBEL PRIZE  
IN PHYSICS 1991

Pierre-Gilles de Gennes

"for discovering that methods developed  
for studying order phenomena in simple  
systems can be generalized to more  
complex forms of matter, in particular  
liquid crystals and polymers"

Liquid Crystals are but one of three key pivotal components used in all Kyra™ products; and they possess an anti-aging capability of unparalleled magnitude!

### HERE'S WHY!

Every cell in your body, and every part of each cell, from your DNA to the cell membrane, exists in a **liquid crystal state**.

As we age, our organs begin to lose their liquid crystal integrity. Just as broken gears in a watch would cause the timepiece to "lose time", such is the case with the structure of our skin, when these liquid crystalline structures "unlock".

In the absence of this stability, our skin's optically correct/active building blocks are no longer interlocking and meshing seamlessly, and **we show visible signs of aging**.

The ability of **Kyra™** to supply the skin with optically active Liquid Crystals replenishes these "microscopic gears" and keeps them interlocking and turning correctly.

**This in turn enables the physiology of the skin to both regenerate and even reverse some of the obvious signs of aging.**

Optically beautiful, and endlessly fascinating, Liquid Crystals offer endless possibilities for various applications. Their curious properties have, and will, intrigue scientists and keep physicists busy for years to come.

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