

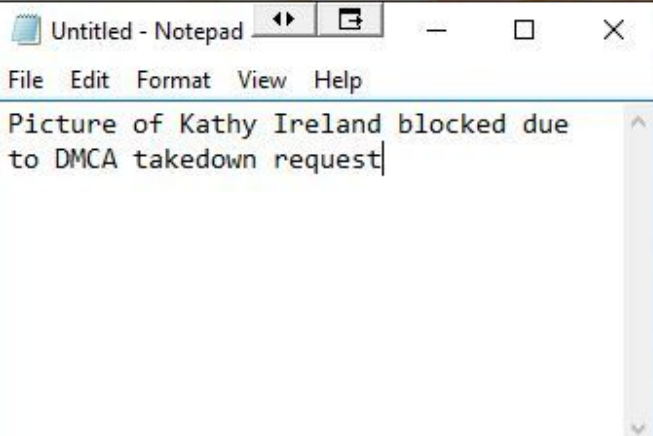
# Did **KATHY IRELAND** Just Discover **BOTOX** Without The Needle?

Botox Maker Just Sold For **\$66 Billion**

Stem Cell Discovery Reverses Appearance of Aging Could Send **NUGN** Shares Soaring **1,875%**

Major Breakthrough in **Hairloss & Skin Care**

Huge Potential of an **FDA-Approved** Skin Protectant



## Super Mogul Kathy Ireland

**Sells an Estimated \$2+ Billion at Retail Annually & Just Partnered with NUGN**

**Shares Could Fly from \$1.27 to \$25.08**



# Kathy Ireland Outsells Mar She's Richer Too & She Just With Publicly Traded Comp NuGene (NUGN)

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Picture of Kathy Ireland blocked  
due to DMCA takedown request

**T**IME magazine called it one of the Top 50 inventions of 2011. First used to regrow ailing heart tissue, **adult fat stem cell extraction** is now hailed for its powers to restore the appearance of youth.

Within these pages, I'll introduce you to NuGene International (**NUGN**), the company utilizing this breakthrough technology with the potential to impact the \$195 billion anti-aging market.

**NUGN's** patent pending anti-aging **skin care product line**, recently featured on *EXTRA TV* with Mario Lopez, has demonstrated in skin tests the ability to reduce the appearance of aging.

Additionally, active ingredients

found in NuGene's **hair care product line** have been independently proven to awaken dormant hair follicles and promote hair regrowth.

And best yet **NUGN's** BioPharma division already has an **FDA-approved (monographed) skin protectant** with big potential in regenerative medicine.

Don't just take my word for it... One of the world's most powerful brands has just joined forces with this little known publicly traded cosmetics and pharmaceutical company.

You might recognize Kathy Ireland as the former supermodel who appeared in 13 straight *Sports Illustrated* swimsuit issues.

But, as stunning as Kathy Ireland's looks are, they take a backseat to her business acumen.

**Today, Kathy Ireland is a renowned businesswoman who heads a global corporation with \$2+ billion in annual retail sales. Her personal wealth is off the charts, worth an estimated \$350 million.**

And she is the chief designer, brand ambassador and a shareholder of **NUGN**.

Today investors have the rare opportunity to invest early in two hot sectors with a publicly traded cosmetics & biotech company right alongside one of the world's wealthiest and most successful individuals.

# tha Stewart Partnered any

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## NuGene International (NUGN) could be the best investment I've seen in years!

Hello, I am Mike Casson. Some people say I am one of the world's best hidden-opportunity stock analysts. But the role that makes me proudest is Founder of *MicroCap MarketPlace*.

My savvy readers scored big on Fushi Copperweld. It jumped from \$3.30 to \$10.00 (up 203% in 61 days) and ultimately hit \$27.69 a share for a whopping gain of 739%. My record is full of returns similar to this... including 400% on Silver Crest Mines and 187% on Harbin Electric.

Today my complete focus is on **NUGN** and yours should be, too.

Advertisement

**Because NuGene is new to the stock market, decisive action could be the key to unlocking short-term gains of 394% by September or a 887% gain by December with long-term potential that could exceed 1,875%.**

NuGene has it all: Star Power...  
Exploding Sales... Biotech  
Potential... Early Stage Opportunity.

Sincerely,



Mike Casson,  
Founder/  
Executive Editor,  
*MicroCap MarketPlace*

## Analyst Projection

June 2016 Target  
(3,000 Locations)

**\$25.08**

Growth Factor: Distribution  
base grew 200% in Q4

With Kathy Ireland on board  
shares could soar FAST!

December Target **\$12.54**  
(1,500 Locations)

September Target **\$6.27**  
(750 Locations)

NUGN Current Price **\$1.27**  
Close Price 3/9/15



## INSIDE THIS EDITION: COULD NUGENE



## PUBLIC & GROWING FAST

From \$1.27 to a target of \$6.27 as soon as September. Then with the potential to reach \$12.54 in December. Finally we'll show you how **NUGN** could hit **22** \$25.08 within 2 years.

## BIG BOX RETAIL

Until now, you could only buy **NuGene's** breakthrough anti-aging serum from doctors, medical spas or online. Could Kathy Ireland use her company's global distribution network to sell **NuGene** in big-box retail stores such as Target, Macy's and Nordstrom?



# Forbes

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## KATHY IRELAND JOINS NUGN

The supermodel heads a global corp that sells \$2+ billion at retail annually – more than double the annual sales of Martha Stewart. In early 2015 **NuGene** joined the market as a public company and Kathy Ireland became a shareholder, chief designer and brand ambassador.

## 13

## THE POWER OF HUMAN STEM CELLS

Many products on the market feature plant-based stem cells. While they have value as antioxidants, they can't facilitate skin repair like human stem cells. That's why a bruise on your arm will heal in several days but a bruised apple will be bruised forever.

## 8 MEGA TREND OF ALL MEGA TRENDS

Recent demographics indicate that 46% of Americans are age 40 and above – that’s roughly 147 million people in the U.S. It is estimated they will drive the global market for anti-aging treatments from \$195 billion to \$275 billion by 2020.





# INTERNATIONAL (NUGN) HIT \$25.08



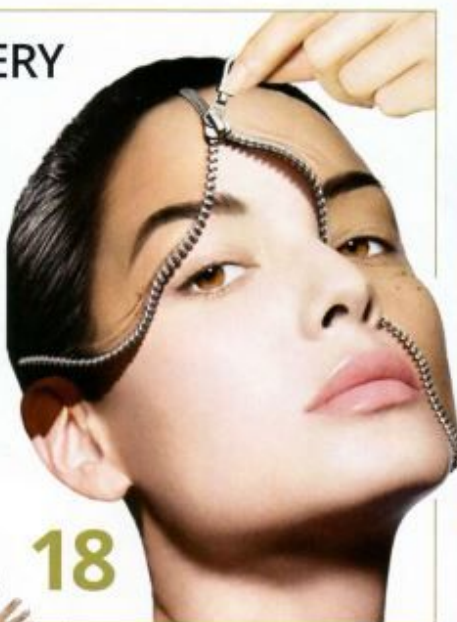
## 13 TIME 50 BEST INVENTION

TIME named **fat stem cell extraction** one of the 50 best inventions of 2011. Three years later **NUGN** developed an anti-aging line based on this incredible breakthrough.

### ANTI-AGING DISCOVERY REDUCES SIGNS OF SUN DAMAGE

“ I Grew Up in California and I Spent Years in the Sun So I Have Sun Damage. **NuGene** Makes Your Skin Lighter and Brighter. The Results are Spectacular... I've Been Searching my Entire Life for a Product Like This! ”

– Kathy Ireland (Shareholder, Brand Ambassador & Chief Designer)



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### HUGE BIO-PHARMA POTENTIAL WITH NUGENE'S FDA-APPROVED (MONOGRAPHED) SKIN PROTECTANT

Early-stage biotechs like **NuGene** have life changing potential. **NUGN's** BioPharma division already has an FDA-approved (monographed) skin protectant that could impact the \$16.4 billion regenerative medicine market.

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### REVERSING HAIR LOSS WITHOUT SEXUAL SIDE EFFECTS

Hair loss treatment has mushroomed into a \$3.5 billion industry. But one of the common reported side effects of hair loss treatments such as Propecia is impotence. **NuGene's** topical hair care line is rich in growth factors and customers report the appearance of thicker, fuller hair without sexual side effects.



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FEBRUARY 27 • 2012 EDITION

# Forbes

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Picture of Kathy Ireland blocked due to DMCA takedown request

Title: Super model / Super mogul

**KATHY IRELAND OUTSELLS MARTHA STEWART—AND SHE'S RICHER, TOO.  
THE STRANGE BUT TRUE TRIUMPH OF A SWIMSUIT ICON.**



# Kathy Ireland Worldwide Sells \$2+ Billion Annually at Retail & Just Partnered with NuGene (NUGN)

NUGN Shareholder Kathy Ireland is taking on the \$195 Billion Anti-Aging Market

If you're anything like me, you were probably surprised to see Kathy Ireland on the cover of Forbes in 2012. Ireland is perhaps best known for her supermodel status in *Sports Illustrated's* annual Swimsuit Issue where she graced the cover three times. To this day, her cover remains the most profitable single edition of any magazine in the world.

Since hanging up her swimsuit to dry, Kathy has been virtually printing money as CEO and Chief Designer of her company Kathy Ireland Worldwide which is reported to sell an astounding \$2+ billion worth of products at retail annually, making her a bigger brand than the formidable Martha Stewart (for comparison, Martha Stewart sells about \$900 million at retail,

based on industry estimates).

Kathy Ireland Worldwide has successfully brought to market and sold thousands of products across a wide variety of industries, from home and office furnishings solutions all the way to signature Kathy Ireland jewelry and fashion, to pet supplies and children's toys plus much more.

*Continued on page 8*

## 28th Most Powerful Brand in the World is Partnering with NuGene in the Cosmetics Market



In 2013 Kathy Ireland Worldwide was listed as the 28th most powerful brand globally by *License Global Magazine* and according to *Women's Wear Daily*, Kathy Ireland is one of the 50 most influential people in fashion.

Even for such an established company as Kathy Ireland Worldwide, the brand partnership with NuGene (**NUGN**) represents nothing short of a potential blockbuster because Ireland's brand is currently under-represented in the anti-aging & cosmeceutical markets.

**Left: Kathy Ireland with her Brand Partner Warren Buffett**



Continued from page 7

The enormous success of Kathy Ireland Worldwide is the result of Ireland's extraordinary ability to forge valuable relationships with the right brand partners and her laser focus on knowing her customer – women over age 30.

**At 52 years old Kathy Ireland is now using her ageless good looks and a strategic brand partnership with NuGene (NUGN), maker of an age-defying cosmetics line for skin and hair rejuvenation go after the rapidly growi**

**\$195 billion anti-aging market, a sector which her brand is under-represented despite being very successful with the target demographic.**

## Mega-Trend 50 is the new 35

An aging world and a quest for youthful appearance are proving to be one of the world's most lucrative investment opportunities. Recent demographics indicate that 46% of Americans are age 40 and above – that's roughly 147 million people in the U.S.

NuGene's potential growth is staggering because products and services such as anti-wrinkle and hair restoration treatments have become highly sought after worldwide.

In a new market report published by Global Industry Analysts, **the global market for anti-aging treatments will grow to \$275.2 billion by 2020...** a huge jump from the \$195 billion spent on anti-aging therapies in 2013.

**This global market growth could find anti-aging investors turning 10,000 shares into \$250,800 during the next 24 months... a potential profit of \$238,100 or 1,875%.**

It's one of the reasons Botox maker Allergan just got bought out in November 2014 for **\$66 Billion.**

**With the weight of Kathy Ireland Worldwide behind it and an anticipated \$275 billion market for anti-aging, how much longer will NuGene (NUGN) shares hover around \$1-\$2?**

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Today investors have the rare opportunity to invest early in NuGene, a publicly traded cosmetics & biotech company, right alongside one of the world's wealthiest and most successful individuals.

This potentially life changing opportunity could reward its early investors with life-changing fortune-building gains.

## Anti-Aging Mega-Trend: A \$195 Billion Market Set to Grow 40% by 2020

Fueled by strong demand from an aging population and younger individuals keen on preventing early signs of aging, combined with advanced formulations with powerful ingredients, global demand for anti-aging products is expected to grow 40% by 2020 from \$195 billion to \$275 billion, according to Global Industry Analysts.

In fact the anti-aging and cosmeceutical industries are growing so quickly that the maker of Botox,

## Allergan, just got acquired for an astronomical \$66 billion November 2014!

To put that in perspective, the industry is growing so quickly that one company paid \$66 billion or 34% of the annual market value of the entire industry!

In a society that has become obsessed with youth, there is a growing trend of men and women taking dramatic and expensive measures to reverse the signs of aging with non-surgical treatments.

Enter NuGene and its anti-aging skin & hair care lines derived from recent breakthroughs in adult fat stem cells...

## NuGene: Botox Without Syringes?

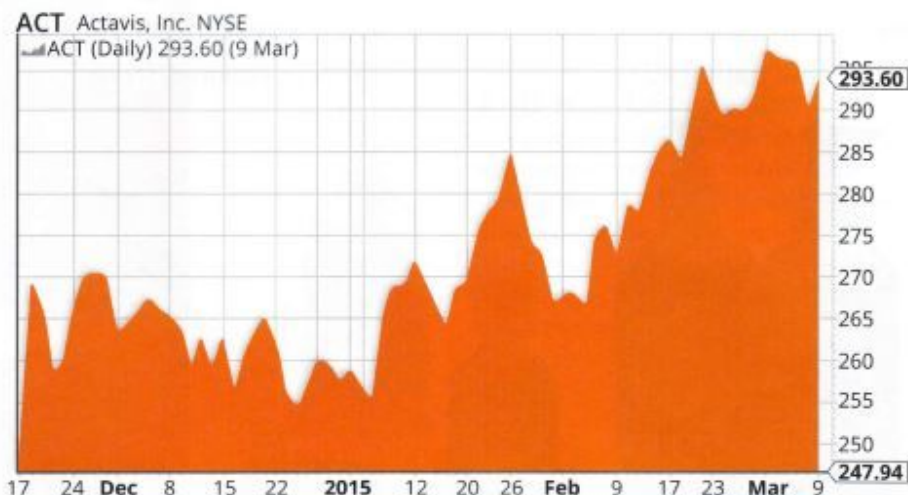
One notable industry trend is the increased preference for

less invasive procedures and products that enable consumers to get back to work and social settings without a leave of absence.

While Botox is effective at reducing wrinkles for 3 - 6 months, Botox shots can be painful, cause redness, bruising and swelling, plus there are a number of potential negative side effects such as blurry vision, droopy eyelids and feelings of cold-like symptoms making it nearly impossible to be seen in public before recovery.

**NuGene's stem cell skin & hair care lines utilize breakthroughs in modern science to help reverse the appearance of aging. Unlike Botox, the products are topically applied, are painless, affordable and have**

*Continued on page 10*



In less than 4 months since acquiring Botox maker Allergan, Actavis stock is already up 18%.



Continued from page 9

**no recovery time or known negative side effects.**

Now here's the revolutionary breakthrough behind NuGene's anti-aging line...

## The Miracle of Human Stem Cell Skin Care

The science is derived from a discovery **TIME** magazine named one of its top 50 inventions of 2011: adult fat (adipose) was found to be a rich source of stem cells and a method was developed for its extraction. Finally fat is good for something!

Adult stem cells are special types of cells that serve as the body's internal repair system.

**Stem cells become activated when they detect injury and recognize the need for repair or regeneration.**

That's an adult stem cell's purpose in life – to repair and rejuvenate damaged tissue.



Mario Lopez recently featured NuGene on Extra

However, as we age, our stem cells lose their potency and the skin and hair's ability to repair is diminished.

Specialized stem cell extracts called **growth factors** and **cytokines** have been found in clinical studies to detect damaged cells, stimulating the body's own ability to repair.

In NuGene's laboratory, scientists extract these growth factors and cytokines from adult

adipose (fat) stem cells and turn them into a powerful anti-aging cosmeceutical line consisting of a **skin collection** and an **anti-hair loss collection**.

When applied to the skin these extracts have anti-aging properties and as a result the appearance of fine lines, wrinkles and dark spots diminish over time.

Continued on page 12





# NUGENE'S FACELIFT IN A BOTTLE

In NuGene's laboratory, scientists extract growth factors and cytokines from adult adipose (fat) stem cells and turn them into a powerful anti-aging skin care collection formulated with multiple human growth factors, polypeptides, vitamins, amino acids and minerals.

Skin tests have demonstrated that NuGene can make skin appear brighter, tighter and more elastic resulting in skin that appears more youthful.

## SKIN IS TIGHTER



## SKIN IS BRIGHTER



## SKIN IS MORE ELASTIC



## NuGene Signature Products



### Universal Cream

Rich with NuGene's proprietary stem cell technology, this revolutionary moisturizer fosters noticeably younger-looking skin in a way that's suitable for all skin types – even the most sensitive. Along with working to smooth fine lines and wrinkles, this lightweight miracle aims to improve aging tone and texture, increase collagen production and reduce puffiness and dark circles – without any heaviness or oiliness.



### Eye Serum

Designed to prevent and correct wrinkles, fine lines, puffiness, dryness and dark circles, this innovative product relies on NuGene's cutting-edge stem cell technology – along with multiple growth factors and other nourishing ingredients – to breathe new life into the area of the face most susceptible to the visible signs of age: the eye contour. It works continuously to help reverse skin damage, minimize the appearance of future signs of aging and restore youthful luminosity around the eyes, fostering skin that looks younger, smoother and fresher.



### Anti-Hair Loss Serum

This potent formulation – complete with NuGene's signature stem cell technology – revs up sluggish hair follicles with essential growth factors and cytokines, effectively addressing the root causes of hair loss and thinning. It works not only to prevent future hair loss, but to revitalize follicular activity that will restore a youthful head of hair.

Available at [www.DermalStore.com](http://www.DermalStore.com)



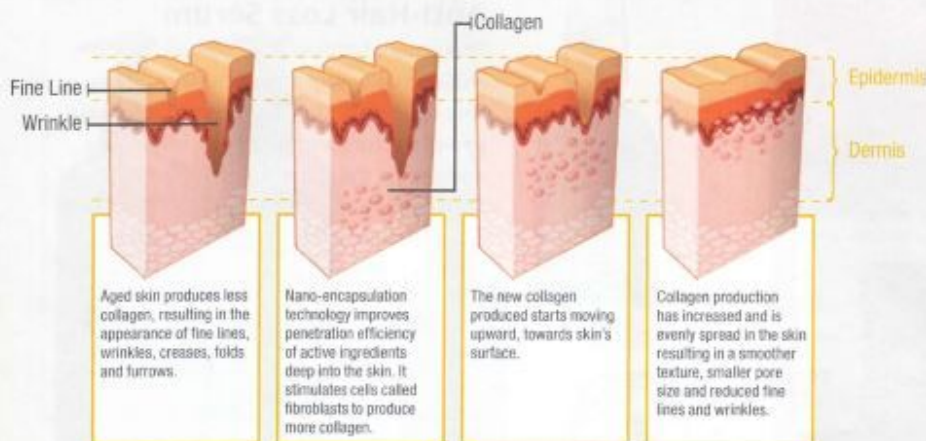


## NuGene's Anti-Aging Technology

NuGene's anti-aging products are a combination of several discoveries and unique patent-pending formulations. Growth factors and cytokines derived from human stem cells increase the proliferation and synthesis of:

- **Epithelial cells:** protects the body from sunlight and germs
- **Fibroblasts:** the protein responsible for the production of collagen & elastin
- **Hyaluronic acid:** it keeps the skin looking young by allowing it to retain 1,000 times its weight in moisture
- **Elastin:** the protein responsible for making skin elastic and allowing it to return to its original shape
- **Collagen:** the fibers that give strength to the skin. They also prevent skin damage, wrinkles & sagging

**Simply put – NUGN's patent pending formulas makes skin appear younger.**



*Continued from page 10*

When applied to the hair, these ingredients awaken dormant follicles and promote regrowth resulting in fuller, thicker hair.

## New to the Market & Selling Fast

**NUGN's** team of MDs & PhDs developed the anti-aging lines in a self-owned surgical practice in Orange County, CA. NuGene launched a commercialized professional line for doctors & spas in Q1 2014 and sales are growing fast!

### Based on Nugene's reported December 2014 Product Orders:

- Its 4th quarter product sales volume nearly matched the product revenue of the prior three quarters combined.
- Its run rate is nearly \$4 million dollars!

**And better yet... This was prior to the January 6, 2015 public announcement of Kathy Ireland joining forces with NUGN!**

The prestige and business relationships that Kathy Ireland brings to the table is yet another reason why the cosmetics industry, big box retail stores

*Continued on page 21*



## TIME NAMES FAT STEM CELL EXTRACTION ONE OF THE TOP 50 INVENTIONS FOR 2011

NuGene's patent pending breakthrough involves an ethical method of harvesting adult stem cells. Only just discovered in 2011, adipose (fat) tissue was found to be amazingly rich in stem cells.

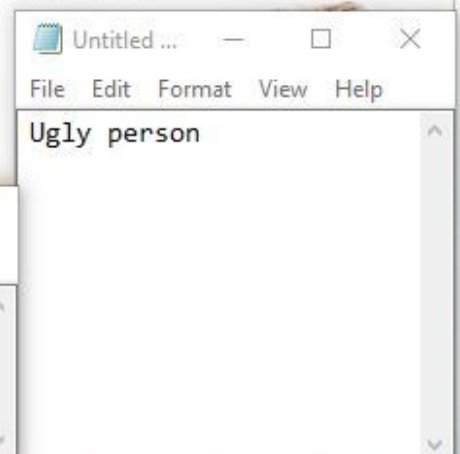
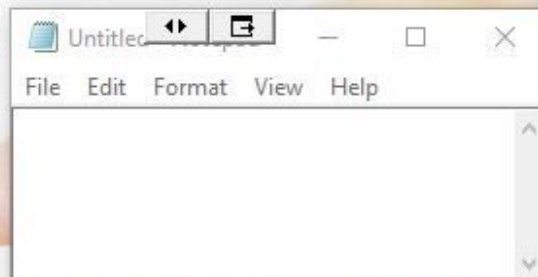
During the past decade, a number of clinical trials have shown that these fat tissue derived stem cells have very special powers.

For example these stem cells can regenerate tissue after heart surgery, as reported in both TIME and the *Journal of Cellular and Molecular Medicine*.



The appearance of younger looking skin derived from the same technology that was able to create heart tissue... Erasing wrinkles and growing

hair could be child's play for stem cells.



## NOT ALL STEM CELLS ARE EQUAL

Many products on the market feature non-human plant based stem cells that are derived from apples, melons or rosebuds. While those may have value as antioxidants, they can't facilitate skin repair like human stem cells.

For example: a bruise on your arm will heal in several days because stem cells are activated to repair the injury. However, a bruised apple will be forever bruised. There may be ways that plant based stem cells benefit the skin, but they don't function the same way that human stem cells do. Additionally we haven't seen clinical studies to support or prove that human skin responds to plant stem cells.

NuGene's product lines feature concentrated growth factors and cytokines derived from ethical human adult adipose stem cells.





# Major Breakthrough in Hair Loss Send NUGN Shares Soaring

Active stem cell based ingredients found in NuGene's products have been proven to awaken dormant hair follicles & promote hair growth.

**T**he joy and power men and women feel with a full head of hair can't be quantified.

In the United States alone, more than 40 million men and 21 million women are affected by hair loss. Hair loss treatments have mushroomed into a \$3.5 billion industry – as big as the over-the-counter cold and flu market.

Now, trailblazing science has come to the rescue!

NuGene's regenerative hair care line uses stem cell technology to not only prevent future hair loss, but to revitalize follicular activity to a youthful head of hair.

## Stem Cells & Hair Regeneration

Humans are constantly in a state of growing and losing

hair. The scalp sheds hair that is dead or damaged on a daily basis. Baldness results when the hair we lose is not replaced by new growth.

Hair growth is fueled by stem cells which transition between cyclical bouts of rest and activity. As people age, hair follicles spend more time resting instead of generating hair.

## Dramatic Results in Just 4 Months



*NuGene hair care users have reported hair regrowth on their heads. While NuGene skin care users have reported thicker, fuller eyelashes and eyebrows.*



# ss Could ng!

ave been independently  
e regrowth

NuGene's potent stem cell derived Anti-Hair Loss Serum, Shampoo & Conditioner revs up sluggish hair follicles that have been dormant but are still viable with essential growth factors and cytokines, effectively addressing one of the root causes of hair loss and thinning.

**Yes, the NuGene anti-aging products look like a miracle in a bottle... but its anti-hair loss products could be lightning in a bottle for shareholders... a potential 1,875% within 2 years!**

NuGene's adipose derived stem cell products have the potential to impact the \$3.5 billion hair loss treatment market. Shares could soar to \$12.54 by year's end.

I encourage readers suffering from hair loss or thinning to try the hair care collection consisting of anti-hair loss serum and regenerative shampoo & conditioner for a period of 90 days. ■

## THE UNFORTUNATE TRUTH



Unfortunately, the majority of products being marketed for hair loss are ineffective for the consumers who use them or even worse have dire sexual consequences.

Take Propecia, for example, which is marketed by pharmaceutical giant Merck: the active ingredient called finasteride works by blocking the creation of dihydrotestosterone.

While double-blind clinical trials have shown that finasteride can noticeably thicken men's hair, reported side effects include the loss of libido and male impotence.

**A study published in the June 2011 issue of the *Journal of Sexual Medicine* found that among 71 regular hair-growth chemical users 94% suffered low libido, 92% experienced erectile dysfunction, and 92% had decreased sexual arousal.**

And, more recently, studies have shown that those side effects may persist after discontinuation of the medicine.

NuGene's topical hair care line is rich in growth factors and customers report the appearance of thicker, fuller hair without sexual side effects.



# NUGN Has a Skin Protectant that the \$16.4 Billion Regenerative Medicine Market

While NuGene's anti-aging and hair-loss prevention cosmeceuticals represent significant scientific advances...

**NUGN's greatest revenue potential could come from its stem cell technology combined with a recent acquisition of an over the counter**

## **monographed FDA-APPROVED SKIN PROTECTANT!**

On March 17, 2015 NuGene announced that it had acquired all intellectual property rights and title to SkinGuardian, a FDA-approved (monographed) skin protectant, antiseptic and moisturizing

topical cream.

The SkinGuardian cream serves as an effective guard for damaged or undamaged skin against viruses and infections... just like Neosporin.

**When combined with NuGene's stem cell technology, the product could**

## Potential uses of Stem Cells

