

# What Could Impact the Medicine Market

enhance the healing of wounds while reducing scarring.

**And if given the choice would you buy Neosporin or Neosporin with stem cell based technology?**

According to *Market Research Reports*, the global regenerative medicine market, which includes cosmeceuticals & pharmaceuticals, is currently a \$16.4 billion global market that is expected to grow to \$67.6 billion by 2020, a compounded annual growth rate of 23.2%.

NuGene's new acquisition when combined with stem cell media could have many applications in regenerative wound treatment and healing but based on NUGN's SEC filings I believe one of their targets will be the burn market.

## A Burn Cream That Could Fire Up the Market

Burn injuries are a global epidemic of staggering proportions.

The annual number of burn victims is so huge that in the U.S. alone there are an estimated 2.1 million victims each year, a market that exceeds \$2.5 billion annually.

What's amazing, however, is that the bulk of the \$2.5 billion in revenues come from old-fashion burn treatments mostly consisting of anti-infectives ... treatments that while anti-biotic don't promote skin regrowth.

**Enter NuGene's stem cell derived technology where medical studies have shown that growth factors stimulate growth, as well as regenerate and accelerate the repair of skin.**

NuGene's OTC monographed FDA-approved drug, when combined with stem cell media, if proven to promote skin regrowth, could have big potential!

Biotech breakthroughs have gigantic upside:

- Early investors in Celgene could have cashed out with a 57,119% gain. That would have turned \$100 into more than \$50,000... and \$1,000 into more than \$500,000.
- There would be a similar outcome for Biogen Idec, too. Ground-floor investors could have walked away with a 34,239% gain.
- Cellular Biomedicine went public at \$5 in March 2014. It's already up 680%.

## 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  
(1,500 Locations) **\$12.54**

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

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



# NuGene Light & Bright Gel Reduces S

Stem cell technology reverses appearance of aging by b  
melanin, resulting in lighter & younger skin

**T**he problem: Few things make us look older than brown spots on the skin... known by names such as liver spots, freckles, hyperpigmentation, melasma and skin blotches... these sudden imperfections can be a more outward sign of aging than wrinkles are.

These brown spots typically occur in people older than 40 and are one of the most common reasons for a trip to the dermatologist's office.

As we age, the skin renewal process slows down and skin

loses its ability to regenerate. Babies can regenerate new skin cells in as little as 14 days. This same repair process takes up to 37 days in a 50 year old. Stem cells make this regeneration process possible.

**The market:** Skin lightening products represent one of the most rapidly growing segments in a global market that is projected to reach \$19.8 billion by 2018.

Recent demographics indicate that 46% of Americans are age 40 and above - that's roughly 147 million people in the U.S. that could have

some form of spotting or pigment imperfection.

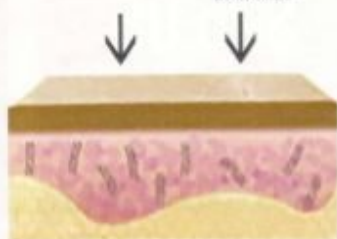
**The status-quo:** Many skin lightening products in the U.S. contain hydroquinone, a skin bleaching agent that has been banned in dozens of countries across Europe, Australia, and parts of Asia and Africa because of evidence indicating that hydroquinone may cause cancer.

**Why is it still prescribed in the USA when it has largely been abandoned elsewhere due to reported adverse effects and detrimental health warnings?**

## Our Skin as We Age

### In our 20s

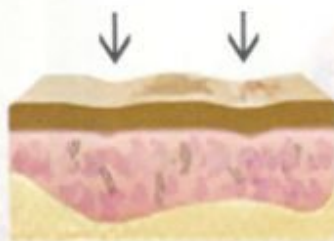
FREE RADICALS ENVIRONMENTAL DAMAGE



Due to constant exposure to the sun and a hectic lifestyle we begin to deal with damage which leads to the premature development of fine lines & wrinkles.

### In our 30s

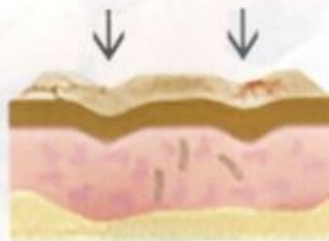
DULLNESS DISCOLORATION



Skin starts to take twice as long to regenerate leading to a dull complexion and uneven skintone. Collagen and elastin degradation leads to the first appearance of deep wrinkles.

### In our 40s

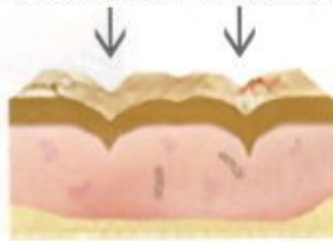
DRYNESS REDNESS



Thinning skin leads to poor circulation causing redness and sensitivity. The skin starts to become more susceptible to photo aging leading to the appearance of age spots.

### In our 50s+

DECREASE IN SURFACE IMMUNITY SKIN BARRIER DEGRADATION



Decrease in surface immunity impairs the skin's ability to protect itself. The natural skin barrier degrades, leading to poor moisture retention and excessive dryness.



# Signs of Age-Spots & Sun Damage

Breaking down

**The solution:** NuGene's bio-active ingredients can help improve the look and feel of aging skin by revving up the skin regeneration process.

NuGene's products contain proteins derived from human stem cells called growth factors and cytokines, providing the body's own stem cells with more 'fuel' to improve the skin's appearance.

NuGene's potent Light & Bright Gel works to break down excess melanin, reducing the look of dark spots and excess pigmentation



without any of the harsh ingredients typically found in brightening products.

**The opportunity:** It is easy to see how NuGene and Kathy Ireland could impact the multi-billion dollar hyperpigmentation industry.

How suddenly, and with little

warning to its competitors, millions of dollars could quickly flow to NuGene International (NUGN).

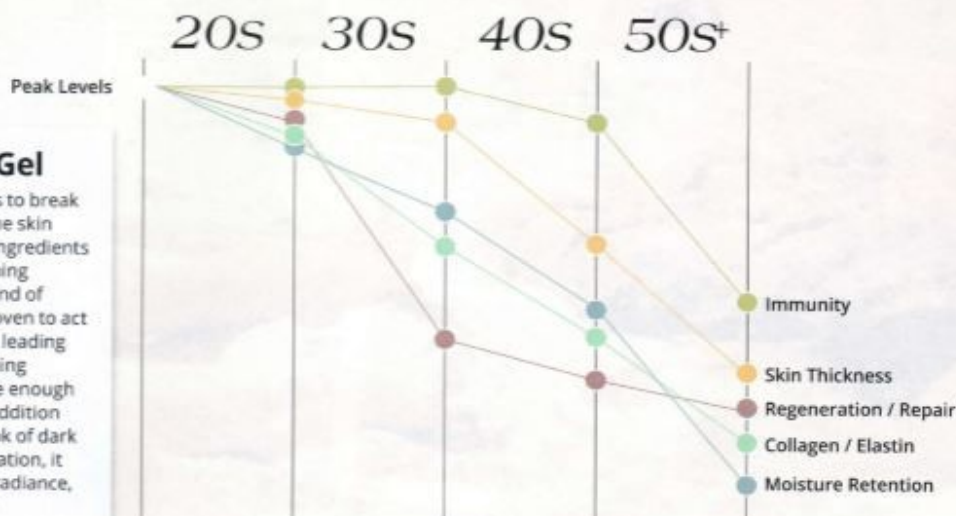
Imagine what could happen if consumers become educated or the USA and Canada follow Europe's lead and ban the cancer causing hydroquinone. ■

our  
skin  
as we  
age



## Light & Bright Gel

This potent product works to break down excess melanin in the skin without any of the harsh ingredients typically found in brightening products. Its exclusive blend of ingredients is clinically proven to act faster and better than the leading prescription skin-brightening ingredients - yet it's gentle enough to use every day. And, in addition to quickly reducing the look of dark spots and excess pigmentation, it works to increase overall radiance, restoring a youthful glow.



PEOPLE LOVE THEIR N

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Censored photos of ugly people



# UGENE

*Continued from page 12*

and consumers across the globe could go crazy for **NUGN**.

**NuGene (NUGN) could be poised to jump from doctors' shelves to retail stores and worldwide distribution with Kathy Ireland's recently announced involvement!**

**Could One of The World's Most Influential Brands Use Their Relationships to Launch NuGene (NUGN) in Major Retailers?**

NuGene's anti-aging product line is only available through doctors, medical spas or online at [www.dermalstore.com](http://www.dermalstore.com)

But, Kathy Ireland Worldwide's brand partnership with **NUGN** could be a game changer.

Could Kathy Ireland use her company's global distribution system to bring NuGene to big-box retail stores such as Target, Macy's and Nordstrom?

**If so that means NUGN's revenue potential... profit potential... share price potential... could be off the charts.**

Smart investors will stay ahead of this fast breaking opportunity and make a move while it's still early as this could be the microcap mega-opportunity!

**Growing fast in a hot sector!**

Looking at the cosmetics industry and a sampling of cosmetics competitors, we see

*Continued on page 22*

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Picture of Kathy Ireland blocked due to DMCA takedown request

**Kathy Ireland Rings The New York Stock Exchange Closing Bell**

Continued from page 21

that the sector companies below are valued at an average price to earnings multiple of 37.29!

NuGene reported in February 2015, that with the stroke of a pen it increased distribution 200%, adding 50 new locations in November and December 2014 through a mix of doctors and medical spas bringing its total number of locations to 75.

While this may not sound like a ton, NuGene also reported it had booked **\$320,000** in product orders to these locations in December.

**That's an average of \$4,267 per location for just a one month period!**

**We can only imagine how large distributors with thousands of locations could grow sales when Kathy Ireland Worldwide**

**uses its global influence for NuGene.**

What happens to the stock price if Kathy Ireland's brand helps launch NuGene from doctors offices into high traffic big box retailers such as:

- Nordstroms – 291 stores
- Macys – 840 stores
- Target – 1,795 stores

**NUGN** has 39,197,400 common and 1,917,720 series A preferred shares outstanding. For the purposes of being conservative in our calculations we will use the aggregated total capitalization of 41,115,120 shares outstanding.

Assuming **NUGN** is able to achieve an 18% profit margin,

Name	Ticker	P/E
Estee Lauder	EL	28.54
Inter Parfums	IPAR	39.79
Ulta Salon, Cosmetics	ULTA	37.80
Revlon	REV	43.03
<b>Average</b>		<b>37.29</b>

P/E: Calculated by Yahoo Finance 3/9/15





a price to earnings multiple of 37.29 and that the company averages \$4,267 in sales per location per month, **NUGN** could achieve the following:

If **NUGN** trades at an average P/E of 37.29, achieves a profit margin of 18% and is sold in 3,000 locations that produce purchase orders of \$4,267 per month, its shares could be valued at **\$25.08**

Assumed Locations	Projected Revenue	Projected Net Income	Projected Price
750	\$38,400,000	\$6,912,000	\$6.27
1,500	\$76,800,000	\$13,824,000	\$12.54
3,000	\$153,600,000	\$27,648,000	\$25.08
5,000	\$256,000,000	\$46,080,000	\$41.79

Assumes: A profit margin of 18%; 41,115,120 shares outstanding; a P/E of 37.29; \$4,267 in revenue per location per month.

Bear in mind that this simple projection **DOESN'T** calculate for the grand slam potential of:

- Big box retail distribution
- An FDA-approved skin protectant
- The hair regrowth market potential



## NuGene As Featured on www.DermalStore.com



### BEST SELLING ANTI-AGING COSMETICS

 NuGene Cellular Serum \$299.99 <a href="#">ADD TO CART</a> <a href="#">DETAILS</a>	 NuGene Cellular Cream \$199.99 <a href="#">ADD TO CART</a> <a href="#">DETAILS</a>	 NuGene Eye Serum \$149.99 <a href="#">ADD TO CART</a> <a href="#">DETAILS</a>	 NuGene Light Lotion \$124.99 <a href="#">ADD TO CART</a> <a href="#">DETAILS</a>
 NuGene Cleansing Gel \$49.99 <a href="#">ADD TO CART</a> <a href="#">DETAILS</a>	 NuGene Ultra Moist Lotion \$124.99 <a href="#">ADD TO CART</a> <a href="#">DETAILS</a>	 NuGene Regrowth & Stimulator \$39.99 <a href="#">ADD TO CART</a> <a href="#">DETAILS</a>	 NuGene Firming & Conditioning \$39.99 <a href="#">ADD TO CART</a> <a href="#">DETAILS</a>

### GROWTH FACTOR COSMECEUTICALS

 <b>INCREASE COLLAGEN PRODUCTION</b> The skin's natural collagen production decreases with age, leading to wrinkles and loss of firmness.	 <b>INCREASE ELASTIN SYNTHESIS</b> Elastin is a protein that gives skin its elasticity. As we age, elastin production decreases, leading to sagging skin.	 <b>HYALURONIC ACID PRODUCTION</b> Hyaluronic acid is a natural sugar molecule that helps retain moisture in the skin. Production decreases with age, leading to dry skin.
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### THE SCIENCE OF STEM CELLS

<b>ANTI-AGING SKIN RENEWAL SYSTEM</b> This system uses a combination of growth factors and peptides to stimulate the skin's natural renewal process, reducing wrinkles and improving skin texture.	<b>HUMAN PLACENTAL STEM CELLS</b> Human placental stem cells are a type of stem cell that can differentiate into various cell types, including skin cells. They are used in skincare to promote skin regeneration and healing.	<b>TRANSDERMAL DELIVERY SYSTEM</b> This system uses a combination of micro-needles and growth factors to deliver active ingredients deep into the skin, maximizing their effectiveness.
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### SKINCARE & HAIRCARE REVIEWS

 <b>NUGENE IS PERFECT FOR COMBINATION OILY &amp; DRY SKIN</b> I have combination skin, oily in the T-zone and dry on the cheeks. NuGene products work perfectly for my skin type.	 <b>ALLERGIES, ACNE AND HIGHLY SENSITIVE SKIN</b> I have allergies, acne, and highly sensitive skin. NuGene products are gentle and effective for my skin.
 <b>HAIR LOSS, DARK CIRCLES &amp; SPOTS FROM PREGNANCIES</b> I have experienced hair loss, dark circles, and spots from pregnancy. NuGene products have helped improve all of these issues.	 <b>SINCE I'VE STARTED USING NUGENE MY SKIN ISN'T DRY</b> I have very dry skin, but since I started using NuGene, my skin is hydrated and healthy.

## OPPORTUNITIES LIKE NUGN ARE RARE!

Kathy Ireland is a brand that is not only trusted & respected on Wall Street but also by women across the country... Nugene's core sales demographic.

Right now, NuGene is still an undiscovered stock. The news about Kathy Ireland has yet to reach Wall Street because **NUGN** is new to the stock market.

**The fact that she is the face of NuGene cannot remain a secret for long... when word gets out can investors risk being on the sideline?**

The full market potential for NuGene's anti-aging product lines could cause NuGene (**NUGN**) to continue to soar for years to come!



And the cosmetics sector is hot:

- Like the retail cosmetic firm ULTA whose stock is up 3,329% since March 2009.
- Revlon's stock is up 1,253% since March 2009.
- Estee Lauder's stock is up 737% since March 2009.
- Could **NUGN** be next?

**With so much potential upside, how long will NUGN**

**trade at its current levels?**

Visit [www.nugene.com](http://www.nugene.com), read the SEC filings, and call your broker to find out if **NUGN** is a suitable investment for your portfolio.

If he gives you the green light and you profit from this report please remember to subscribe to *MicroCap MarketPlace* for one year at our special report pricing to receive these investment insights in the future. ■

## INDUSTRY NEWS ALERT

**Actavis agrees to buy Botox-maker Allergan for \$66 billion**  
– November 17, 2014

Deal sidelines a hostile takeover offer by Valeant Pharmaceuticals.

Actavis has agreed to pay about \$66 billion to buy Botox-maker Allergan in a cash-and-stock deal that likely sidelined a rival offer by Valeant Pharmaceuticals. Could NuGene become the next big winner?





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# NuGene's team is comprised of highly res

## **Ali Kharazmi, JD, MBA, CEO & Director**

Former Vice President of Business Development for Republic Health, the third largest for profit hospital group, went on to co-found Medical Information Networks, one of the first medical technology companies to provide electronic prescription services to physicians. He went on to found the Genetic Institute of Anti-Aging & Center for Weight Management and Plastic Surgery, as well as OrthoRegeneration, a sport and orthopedic regeneration practice specializing in PRP and adult stem cell based regenerative medicine.

## **M. Kharazmi, MD, Chairman & Director**

Obtained his MD from University of California, Irvine in 1992 and completed his Chief Residency at St. Mary Medical Center/UCLA in 1996. Dr. Kharazmi joined UCR as HS Assistant Clinical Professor and became the Medical Director of UCRHealth. He is also the Medical Director for Advanced Surgical Partners and Founder of the Genetic Institute of Anti-Aging.

## **Sanjay Dhar, PhD, Executive Director of Stem Cell Research**

Founding Director of Center for Tissue Engineering & Regenerative Medicine at Aesthetic & Plastic Surgery Institute, University of California, Irvine. There he started programs focused on peripheral nerve regeneration, and bone & cartilage regeneration using growth factors and stem cells. Recognized as one of the world's most outstanding scientists and a leader in adipose derived stem cells research, he was a part of the team which demonstrated that adipose derived stem cells can be differentiated into bone and cartilage for the treatment of defects. He also developed a model of delivering nerve growth factor to the severely injured peripheral nerves for recovery & regeneration. Dr. Dhar has published numerous papers in peer reviewed journals and is the recipient of numerous awards for his pioneering work.

## **Fady Elias, MD Director of Professional Business Development**

Dr. Elias practices orthopedic sports medicine and specializes in orthobiologics, the use of stem cells in treating orthopedic injuries and disease. He has treated professional athletes as well as patients from all over the world. He was asked to join NuGene two years ago as VP of business development because of his experience with autologous stem cells in his own clinical practice.

## **Shahrokh Zekavati, PhD, Executive Director of Manufacturing**

Having 30 years of Cosmetic and Pharmaceutical Industry experience, he earned his Doctorate of Engineering and Master of Science in Physical Organic Chemistry from the University of Science and Technology at Languedoc - Montpellier (France) and Engineer in Training (EIT) from CA, USA. He also earned another Master of Science and Bachelor of Science in Chemical Engineering from Tehran University (Iran).

## **Mitchell P. Goldman, MD, Advisory Board**

A world-renowned, double-board certified dermatologist and cosmetic surgeon, recognized by the American Board of Dermatology and the American Board of Cosmetic Surgery. A graduate of Boston University (Summa Cum Laude and Phi Beta Kappa) and Stanford University Medical School, Dr. Goldman is recognized for pioneering research on multiple laser techniques, skin rejuvenation, liposculpture and vein therapy. He is also the co-founder of SkinMedica. He is a volunteer clinical professor of Dermatology at the University of California, San Diego, Honorary Professor of Dermatology for the Chinese Academy of Medical Sciences, and the founder and Medical Director of Cosmetic Laser Dermatology. He is considered a leading expert in laser surgery and resurfacing, liposculpture, sclerotherapy, laser closure



## ected MDs & PhDs:

of varicose veins, dermal filling treatments, Botox®/Dysport®/Xeomin® therapy, photorejuvenation, and photodynamic therapy. He is the Director of the American Society for Dermatologic Surgery Fellowship Program and has practice/hospital affiliations with Scripps Memorial Hospital in La Jolla, California.

### **Vivian Bucay, MD, Advisory Board**

Dr. Bucay has been featured as a skin expert in publications including Allure, Cosmetic Surgery Times, Elle, More, Shape, Prevention, and Good Housekeeping. She has been featured as a keynote speaker across the globe on topics ranging from innovations in facial aesthetics to neuromodulators to cancer survival. She is recognized nationally for her expertise in minimally invasive facial rejuvenation through the combined use of neuromodulators, injectable dermal fillers, and skin resurfacing. Considered to be one of the pre-eminent dermatologists in the country.

### **Mark Kobayashi, MD, Advisory Board**

Specializes in aesthetic surgery that includes all

areas of plastic surgery including reconstructive and microvascular surgery. He is evaluating various techniques to improve peripheral nerve repair and his research focus is on enhancing nerve regeneration. He is a widely published author of medical journal articles and is Associate Clinical Professor of Surgery at the Aesthetic & Plastic Surgery Institute of the University of California, Irvine.

### **Dendy Engelman, MD, Advisory Board**

A board certified dermatologic surgeon and an associate at Manhattan Dermatology & Cosmetic Surgery, Dr. Engelman attended Wofford College and was inducted into Phi Beta Kappa, graduating summa cum laude with honors. Dr. Engelman earned the Presidential Scholar award and was also awarded the Humanism in Medicine Scholarship. She has extensive training and experience in cosmetic dermatology - including neurotoxins, injectable fillers, and chemical peels. Most recently, Dr. Engelman was appointed Director of Dermatologic Surgery at New York Medical College where she oversees the training of future Mohs surgeons and dermatologists.

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## 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 breakthrough.

Join Mega-Wealthy Business-Mogul Kathy Ireland in **NUGN** as She Impacts the \$195 Billion Anti-Aging Market

# Stem Cell Breakthrough Could Send **NUGN** Shares Soaring!