

when art & science  
come together.

Via contains a calculated blend of  
clinically studied active ingredients in  
state of the art carriers:

### Hyaluronic acid

A humectant with potent water-binding  
capacity.<sup>1,2,3</sup>

### Vitamin E & CoQ10

A combination of dl- $\alpha$ -Tocopheryl Acetate  
and Ubiquinone. Aids in restoration of the  
lipid barrier and promotes cell membrane  
functionality.<sup>6</sup>

### Vitamin C

Tetrahexyldecyl Ascorbate is a free radical  
scavenger retained in the epidermis, and  
to some extent, in the dermis with anti-  
oxidant activity approximately 80x longer  
than Ascorbic Acid.<sup>7</sup>

### Peptides (amino acids)

Support collagen and elastin, aiding tissue  
hydration and resilience.<sup>689</sup>

### Joboba oil

Accelerates wound healing, promotes  
hydration, smoother, softer skin, and  
maximizes delivery of other active  
ingredients.<sup>10</sup>

Just one year into menopause, 62-67%  
of women report vaginal dryness.<sup>11</sup> Eight  
years after menopause, that number rises  
to 84%.<sup>12</sup> And yet, only 7% are treating.<sup>13</sup>



too many women “grin and bear it.”

request patient materials

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- <sup>1</sup> Junya Chen et al., “Evaluation of the Efficacy and Safety of Hyaluronic Acid Vaginal Gel to Ease Vaginal Dryness: A Multicenter, Randomized, Controlled, Open-Label, Parallel-Group, Clinical Trial,” *The Journal of Sexual Medicine*, (2013) Vol. 10, Issue 6, p. 1575-84..
- <sup>2</sup> Carlos Campagnaro M. dos Santos et al., “Hyaluronic Acid in Postmenopause Vaginal Atrophy: A Systematic Review,” *The Journal of Sexual Medicine* (2021) Vol. 18, Issue 1, p. 156-66.
- <sup>3</sup> G. Buzzaccarini et al., (2021) “Hyaluronic acid in vulvar and vaginal administration: evidence from a literature systematic review,” *Climacteric*, Vol. 24:6, p. 560-71.
- <sup>4</sup> Muthný, T et al. “Skin aging in the context of sun damage and immune response alterations.” *SOFW Journal*, 2013, 2-8.
- <sup>5</sup> Muthný et al. “The many faces of hyaluronan.” *Househ Personal Care Today*, 2012, p. 26-28.
- <sup>6</sup> Marcheggiani F et al., “Anti-ageing effects of ubiquinone and ubiquinol in a senescence model of human dermal fibroblasts.” *Free Radic Biol Med.* (Mar. 2021), Vol. 165, p. 282-8.
- <sup>7</sup> Santos, C. et al. “Auxiliary Procedures. Female Cosmetic Genital Surgery Concepts, Classification and Techniques.” *New York: Thieme Publishers*, 2017, p.206-17.
- <sup>8</sup> Vorster, Aug. 2013 ., et al. “The magical ingredients: anti-ageing. *South African Pharmaceutical and Cosmetic Review*,” 40(8):22-25.
- <sup>9</sup> Howard I. Maibach et al. “Role of topical peptides in preventing or treating aged skin.” *International Journal of Cosmetic Science* (Aug. 2009), Vol. 31, Is. 5, p. 327-45.
- <sup>10</sup> Ranzato E, Martinotti S, Burlando B. “Wound healing properties of jojoba liquid wax: an in vitro study.” *J Ethnopharmacol.* (Mar 2011) 24;134(2), p. 443-9.
- <sup>11</sup> Cagnacci A. et al. “Prevalence and association between objective signs and subjective symptoms of vaginal atrophy: the AGATA study,” *Menopause* (Oct 2016), 23(10), p. 1139-45.
- <sup>12</sup> Ayane Cristine Alves Sarmento et al. “Genitourinary Syndrome of Menopause: Epidemiology, Physiopathology, Clinical Manifestation, and Diagnostic.” *Frontiers in Reproductive Health*, Nov 2021), Vol. 3.
- <sup>13</sup> Solv Wellness Attitude & Usage Study, June 2020. Data on file.

via™



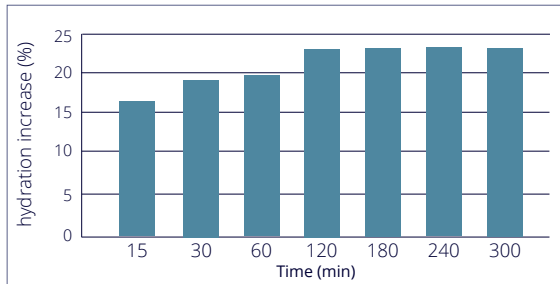
a fresh look at what a  
vaginal moisturizer should be,  
based on today’s science.

solvwellness™

## Hyaluronic acid (HA)

HA, a humectant, is the primary active ingredient in Via. HA has been shown to potentiate significant improvement in clinical symptoms of vaginal dryness in postmenopausal women.<sup>1,2,3</sup> But there are varying quality grades of HA.

Via contains **Contipro HA**, the highest quality, standardized, well-researched pharmaceutical grade of HA available. The potent water-binding capacity of HA is an essential characteristic influencing its biological effects, and it is a naturally occurring substance. Contipro HA is free of immunogenic activity and is non-toxic and non-irritating.



Method of Measurement: Diffusion cell with human skin.<sup>4,5</sup>

## Vitamin E & CoQ10

Via contains **DSM Lipogard**, a bioactive combination of **dl- $\alpha$ -Tocopheryl Acetate (Vitamin E) & Ubiquinone (coenzyme Q-10)**.

LIPOGARD has antioxidant and anti-aging properties that aid in restoring the lipid barrier and promote full cell membrane functionality. It also strengthens cell viability by increasing cellular ATP (adenosine triphosphate) production and prevents collagen degradation by inhibiting MMP-1 (Matrix metalloproteinase-1) expression.<sup>6</sup>

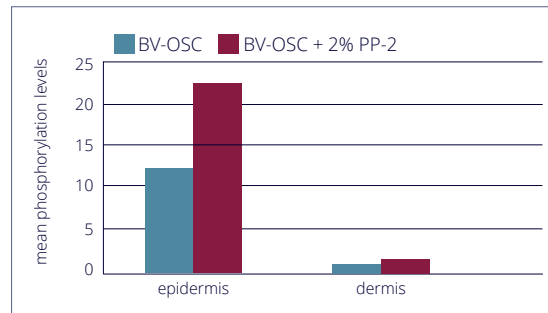
Via Vaginal Moisturizer is a 510(k) medical device, FDA-cleared for safety and efficacy (Reg. # K201922). Via is a water-based moisturizer that can be used safely in the vagina to treat vaginal dryness. Compatible with latex and polyisoprene condoms. Not compatible with polyurethane condoms.

a calculated blend  
of the highest quality  
active ingredients.

## Vitamin C

Via contains **BV-OSC Tetrahexyldecyl Ascorbate (THD) Vitamin C**. THD is a free radical scavenger retained in the epidermis, and to some extent, in the dermis. It is the most stable, non-acidic form of Vitamin C.

THD is an oil-soluble form of Vitamin C that penetrates the lipid bilayer. Unlike Ascorbic Acid, which passes through the epidermis and dermis, THD is retained in the epidermis and dermis, forming a Vitamin C reservoir, and increasing antioxidant action approximately 80x longer.<sup>7</sup>



Method of Measurement: Diffusion cell with human skin.<sup>7</sup>

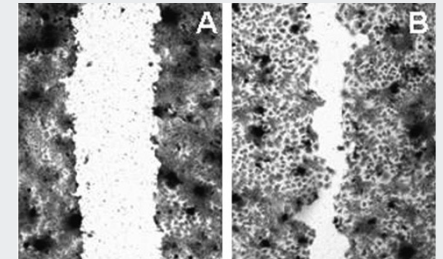
## Peptides (amino acids)

Via contains **Uplevity and Syn-Coll peptides**, which support collagen and elastin, aiding tissue hydration and resilience. These tetrapeptides fight sagging by enhancing key elements to the assembly of elastin and several collagens.<sup>8,9</sup>

## Jojoba oil

Via contains **Vantage DW Jojoba Golden 3%**, a clinically proven premium jojoba oil that accelerates wound healing, promotes hydration, and has emollient properties for smoother and softer skin. It aids in replenishing lipids, sealing in moisture, and restoring the skin's hydrolipidic film.<sup>10</sup>

results of a scratch wound assay after 6 hours. (an in-vitro test that measures wound healing speed)<sup>10</sup>



## Jojoba oil stimulates proteins involved in cell migration & wound healing.

Jojoba oil is a humectant that draws water to the skin and helps maximize delivery of other ingredients within Via. Jojoba's esters have a molecular structure made of long-chain Omega-9 fatty acids and fatty alcohols. This unique structure gives jojoba oil a smooth, non-greasy texture and better performance, absorption, stability, and slip properties.<sup>10</sup>

results of a Western Blot analysis that helps identify a product's mechanism of action (in-vitro)<sup>10</sup>

