

AIVITA Biomedical, Guthy-Renker collaborate for ROOT of SKIN™

03 April 2019 | News

GRS will oversee all domestic and international production and advertising for television, radio and social channels for AIVITA Aesthetics and its products



AIVITA Biomedical, Inc., a biotechnology company specializing in innovative stem cell applications has entered into a partnership agreement with GRS, LLC to market consumer products developed by AIVITA and its subsidiary AIVITA Aesthetics, Inc.

AIVITA Aesthetics is a wholly-owned subsidiary of AIVITA Biomedical, holding the consumer aesthetics products the Company has developed and brought to market. AIVITA Aesthetics' lead intellectual property is a novel skin care active that uniquely mimics the developing skin microenvironment, improving the appearance of fine lines and wrinkles. The company currently offers its products under the ROOT of SKIN™ brand.

GRS is a majority-owned subsidiary of Guthy-Renker Ventures, LLC and part of one of the world's largest and most respected omnichannel marketing companies. GRS will oversee all domestic and international production and advertising for television, radio and social channels for AIVITA Aesthetics and its products.

AIVITA Biomedical uses 100% of the proceeds from ROOT of SKIN™ sales to support the treatment of women with ovarian cancer.