

Mechanisms of Action

OBJ's platform technologies are based on complex 3-D magnetic field gradients that enable



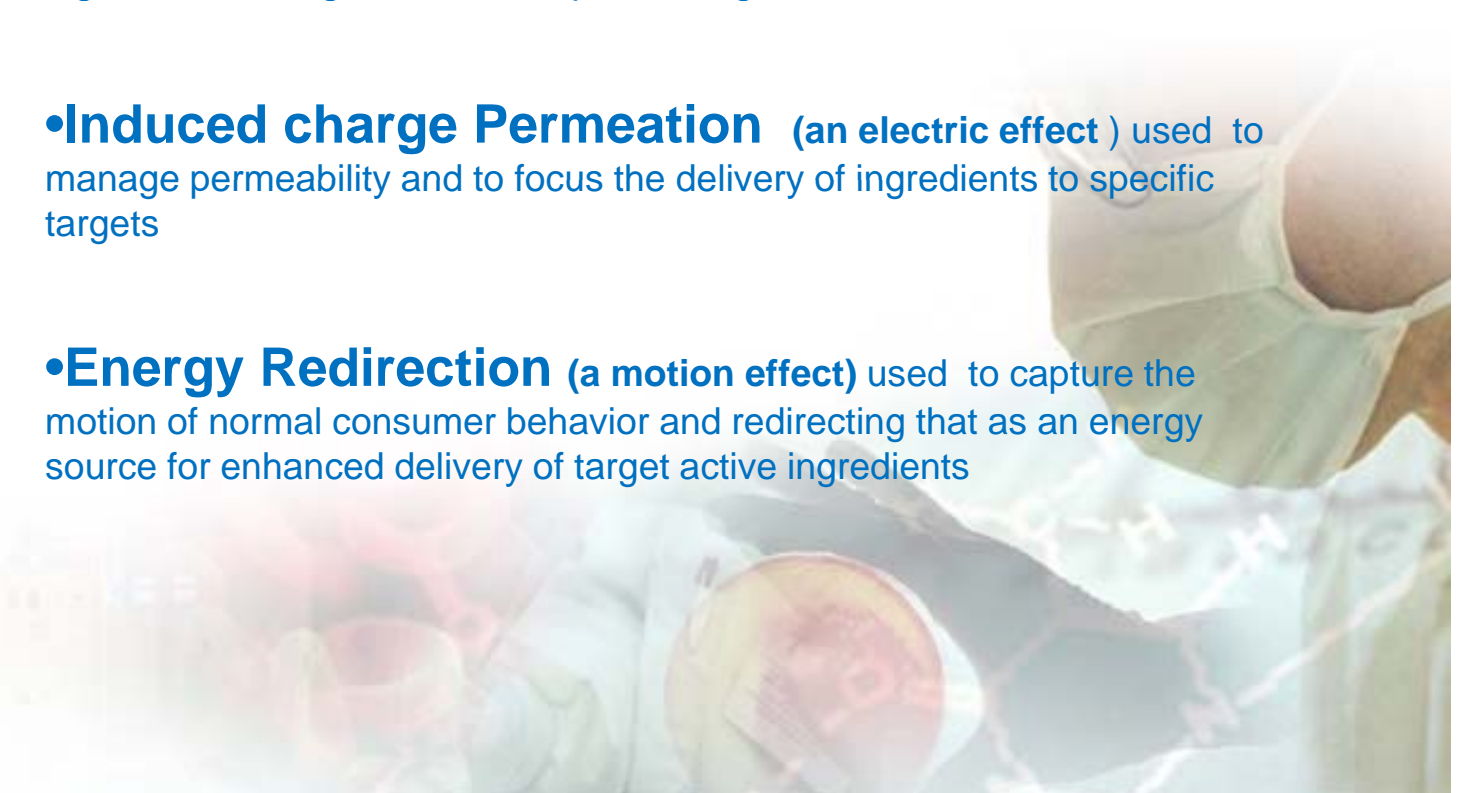
• **Diamagnetic Repulsion (a magnetic effect)** used to controlling the rate, depth of penetration and delivery pathway of active ingredients during diffusion and partitioning



• **Induced charge Permeation (an electric effect)** used to manage permeability and to focus the delivery of ingredients to specific targets



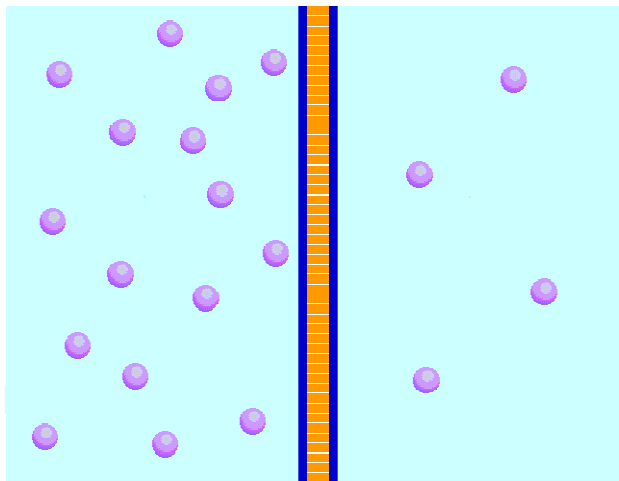
• **Energy Redirection (a motion effect)** used to capture the motion of normal consumer behavior and redirecting that as an energy source for enhanced delivery of target active ingredients



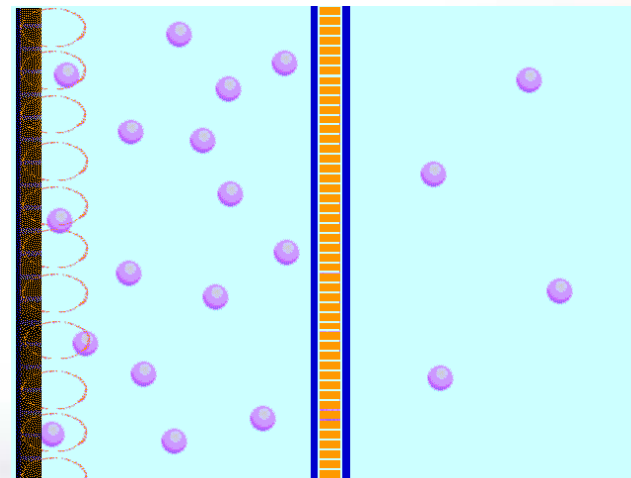
Diamagnetic Repulsion

A process in which paired electrons moving in a field induce a magnetic field of the same polarity in a target molecule. The repulsive forces impart directionality and energy to Brownian motion accelerating diffusion, reducing time to onset, increasing delivery and providing a means of controlling depth of penetration.

Accelerated and targeted delivery through physical means rather than concentration and formulation chemistry



Random molecular movement



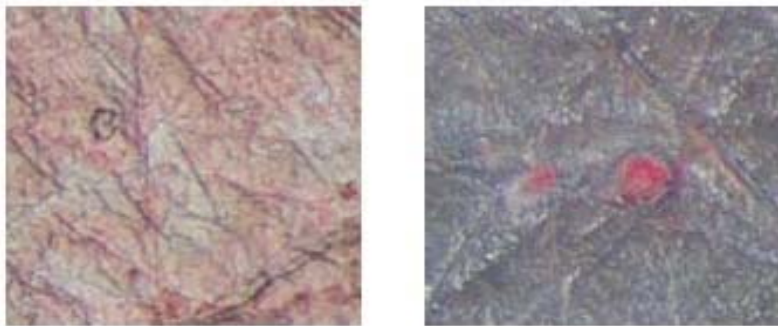
Magnetic enhanced diffusion

Induced Charge Permeation

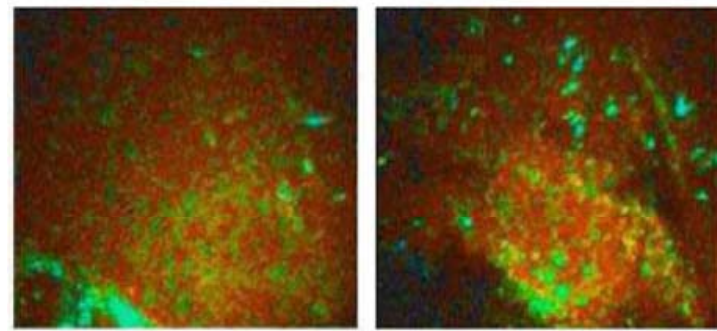
Is an electrical effect created by streaming potentials between magnetic gradients.

These induce micro-fluidic flow in *epidermal shunts, pores and follicles* and create transient pores and changes to packing order and enhanced.

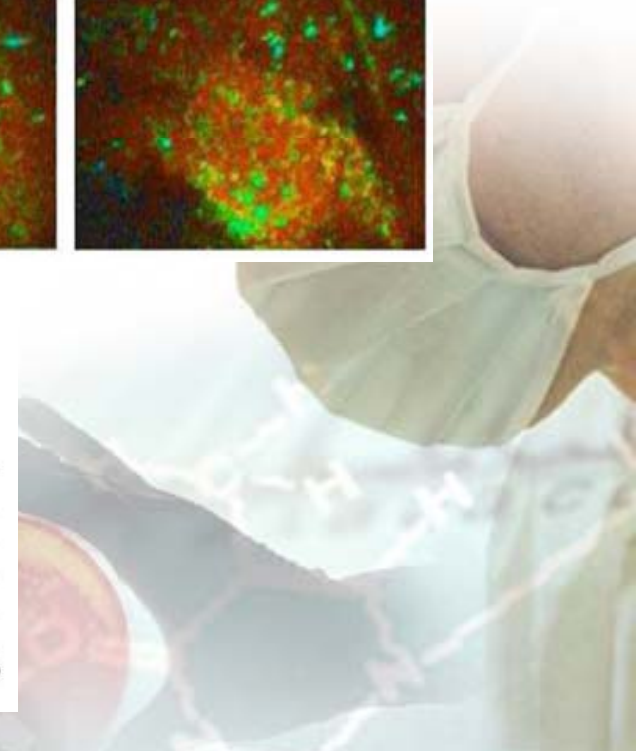
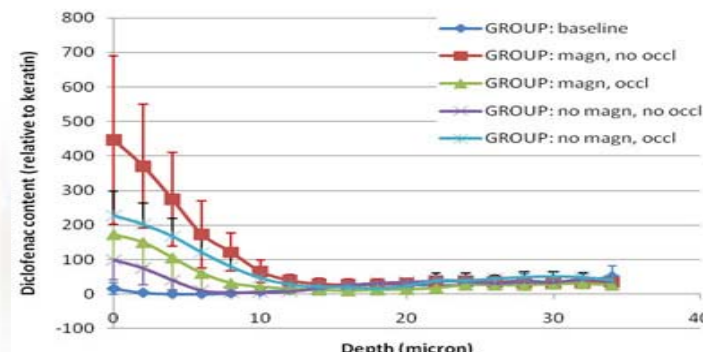
Follicular and Pore Targeting



Transient Pore Formation



Lipid packing change



Energy Redirection

Capturing and converting the normal actions of consumer behavior and using that energy to power drug targeting and delivery.



and these come together to deliver

- **Control through Physical rather than Chemical means**
- **A new freedom to formulate for feel rather than performance**
- **Ability to manage molecules based on their atomic structure**
- **Ability to target specific compounds at specific target tissues**
- **Ability to manage depth of penetration**

