

**GENERAL CERTIFICATE OF SECONDARY EDUCATION
TWENTY FIRST CENTURY SCIENCE
BIOLOGY A**

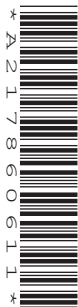
A223/01/INS

Unit 3: Ideas in Context plus B7 (Foundation Tier)

INSERT

**Wednesday 15 June 2011
Morning**

Duration: 1 hour



INSTRUCTION TO EXAMS OFFICER/INVIGILATOR

- Do not send this insert for marking; it should be retained in the centre or destroyed.

INSTRUCTIONS TO CANDIDATES

- This insert contains the article required to answer question 1.

INFORMATION FOR CANDIDATES

- This document consists of **2** pages. Any blank pages are indicated.

Copyright Information

OCR is committed to seeking permission to reproduce all third-party content that it uses in its assessment materials. OCR has attempted to identify and contact all copyright holders whose work is used in this paper. To avoid the issue of disclosure of answer-related information to candidates, all copyright acknowledgements are reproduced in the OCR Copyright Acknowledgements Booklet. This is produced for each series of examinations and is freely available to download from our public website (www.ocr.org.uk) after the live examination series.

If OCR has unwittingly failed to correctly acknowledge or clear any third-party content in this assessment material, OCR will be happy to correct its mistake at the earliest possible opportunity.

For queries or further information please contact the Copyright Team, First Floor, 9 Hills Road, Cambridge CB2 1GE.

OCR is part of the Cambridge Assessment Group; Cambridge Assessment is the brand name of University of Cambridge Local Examinations Syndicate (UCLES), which is itself a department of the University of Cambridge.

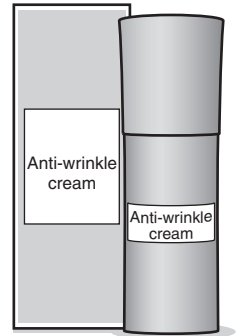
Anti-wrinkle cream causes stampede at shops

Part A

A new anti-wrinkle cream has been produced. It claims to be so effective that shops have sold out in a day.

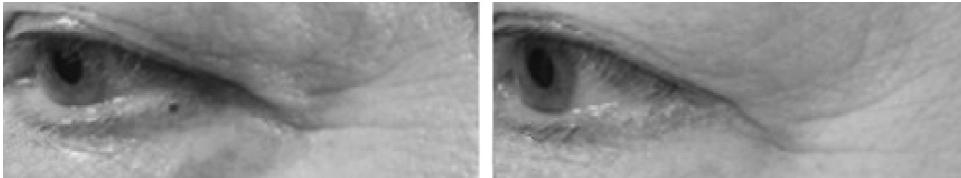
The manufacturer claims that the cream is twice as good as normal anti-wrinkle creams at plumping up the skin and smoothing away wrinkles. The manufacturers say they have scientific proof of just how good this cream is.

A medical journal reported that a scientific study by a university professor showed that people who used the cream for a year had fewer wrinkles. The wrinkles were also smaller.



Part B

The cream contains vitamin A, proteins and extracts taken from plants such as lupin and alfalfa, which increase the production of fibrillin in the skin. Fibrillin is a protein that can repair ageing and sun-damaged skin by making it more elastic.



A volunteer's face before using the cream.

The same volunteer's face after using the cream.

The professor who carried out the research was funded by the manufacturers, but he designed the experiments independently. The cream was put through the same testing that is normally used on new medicines.

The cream was found to be effective in reducing wrinkles in 70% of the people who tested it. However, trying to reduce wrinkles is expensive. The professor said, "People should realise that it is exposure to the Sun that causes most wrinkles. If they knew this, they might be able to avoid getting so many wrinkles in the first place."

Part C

Three members of the public were interviewed about the new anti-wrinkle cream.

Peter: "What a load of rubbish. Just some more false claims about a new skin cream. It's just a load of techno-babble."

Wendy: "If it's only 70% successful why should I bother? I want to lose all of my wrinkles."

Sue: "It's working for me. I have bought two bottles. I am going to use twice as much so it will work even better."