

In-vivo study:

Stephens & Associates Inc., Dallas, TX, USA, October 2003 - April 2004

Imedeen Prime Renewal and skin equivalent study

In October 2003 - April 2004, Thomas J. Stephens & Associates, Inc., Dallas, USA conducted an in-vivo study on the efficacy of Imedeen Prime Renewal. The efficacy study was a double-blind, placebo-controlled study and ran over a 6-month period.

Female participants were between the ages of 45-65 and were 1-5 five years postmenopausal. 80 participants completed the study: 38 participants received Imedeen Prime Renewal and 42 participants received a placebo.

The supplementation period was 6 months with intake of 2 tablets morning and evening of Imedeen Prime Renewal or placebo test material.

significant improvement compared to the placebo group in wrinkles on forehead and in the eye area, as well as in hyper-pigmentation and improvement in the overall appearance of the facial skin.

Clinical grading.

Method: The clinical signs of aged skin in women post-menopause were assessed by the investigator for several parameters, for the skin in the face, on the hands and the décolletage (upper part of chest skin). The investigator performed a blinded evaluation of the subjects at baseline and after 3 and 6 months of Imedeen Prime Renewal use.

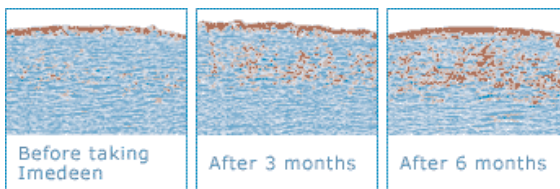
Result: After 3 and 6 months' treatment, the Imedeen Prime Renewal supplemented group showed statistically significant results compared to placebo.

METHODS AND RESULTS

Ultrasound scanning

Method: Ultrasound scanning was used to measure skin density. Increases in density measurements describe an improvement in dermal structure. At baseline, after 3 and 6 months use of Imedeen Prime Renewal, a scan of each subject's qualified crow's feet area was taken.

Result: The ultrasound scanings show an increased density compared to baseline, visualized by the increasing concentration of reflective elements, as seen in the scanning illustrations below.



Clinical photos

Method: Digital photos of the participants' face were taken at baseline and after 3 and 6 months using a standardized set-up. Baseline clinical photos were used as basis for the clinical grading of the participants, where the investigator performed a blinded evaluation of several skin ageing parameters in the face after 3 and 6 months' use of Imedeen Prime Renewal.

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Consumer Interviews

After 6 months' use of Imedeen Prime Renewal, the subjects were interviewed about their experience with the product.

66% of the women taking Imedeen Prime Renewal expressed that after using the product they felt that the quality of the skin of the face and hands had really improved, that the skin felt more moist, softer and more supple and that the complexion looked nicer and more even and more radiant.

CONCLUSION

Evaluation of the results from the study show that compared to placebo, Imedeen Prime Renewal used for 3 - 6 months, visibly improves the appearance and condition of the skin significantly in women post-menopause by:

- improving the dermal density of the skin
- reducing laxity and sagging of the skin
- reducing visibility of fine lines and wrinkles
- reducing visibility of hyper-pigmentation
- improving the appearance of skin on the hands and on the décolletage