

IMEDEEN®

Contact: Margaret Tipton
Corporate Communications
NØRDIC SELFCARE INSTITUTE
P: 905-764-7737
Toll-Free: 1-888-201-1875

How do the Danish keep their Skin looking so Young?

New Scandinavian anti-aging tablet provides Canadians with proven results for keeping skin wrinkle and sun damage free.

Imedeen Time Perfection™ now widely available at retailers across Canada

TORONTO, ONTARIO: We've been taught the reasons why French women don't get fat, but now Canadian women have the opportunity to learn from the Danish on the essential skin nutrition needed to help fight the signs of sun damage and aging, and keep skin looking and feeling firm, hydrated, and healthy – not just on the face, but all over the body.

Gorgeous Dane *Helena Christensen* along with European beauties such as *Naomi Campbell* and *Joanna Lumley* have caught on to this safe and easy skincare regime. And now, with **Imedeen Time Perfection**, widely available at the cosmetic counters of selected pharmacies and other exclusive retailers across the country, Canadian's can see and feel the benefits as well. This is news that is very easy to swallow, as we all try to repair our sun damaged skin from the summer's damaging UVA rays, and get ready to fight winter dehydration.

Developed in Denmark, Imedeen Time Perfection is the latest line extension from the world's leading skin care supplement Imedeen. It is a scientifically proven, systemic skin supplement that features an advanced, highly potent dual-action antioxidant formula that helps protect against future sun damage, while improving skin that is already showing signs of too much sun exposure and aging. Just two tablets a day work where topical treatments fall shy to feed the deeper layer of the skin and protect against the harmful effects of free radicals - resulting in visible improvements that can be seen and felt within twelve weeks of use. It's ideal for women to begin using in their late 20's and early 30's to prevent the signs of aging, and key for women in their later years who have already begun to see fine lines, sun damage, dryness, dilated capillaries and age spots.

"Imedeen Time Perfection represents a much needed addition to how we treat aging and sun damaged skin," said Dr. Charles Lynde Associate Professor of Dermatology at The University of Toronto and Past President of the Canadian Dermatology Association. "Although a variety of techniques have been developed to help resurface the epidermis, or top layer of the skin, until Imedeen there hasn't been anything to address the dermis where we need to do something about the reduction of collagen and elastin caused by age and sun damage"

New antioxidants proven more potent than Vitamin C or E

Scientific research into antioxidants has highlighted two, highly potent free radical scavengers: lycopene and grape seed extract. When taken internally, grape seed extract has been proven to be 50 times more potent than Vitamin E and 20 times more effective than Vitamin C. Lycopene, derived from specially grown tomatoes, has been found to be the most effective of all – twice as active as beta carotene.

Both of these antioxidants have been combined to form Imedeen Time Perfection's **LycoPhence GS™** complex. They have been proven in numerous clinical and scientific trials to help defend vital skin components against direct and indirect damage by free radicals, literally slowing down the degradation of the skin. Imedeen Time Perfection's LycoPhence GS complex is used in combination with Imedeen's original **Biomarine Complex™** which blends complexion-compatible marine elements that help to rebuild and restructure the skin from within.

The advanced combination of LycoPhence GS and the natural Biomarine Complex in Imedeen Time Perfection provides the skin with powerful protection against free radical attack, as well as optimal conditions for achieving and maintaining supple, firm, elastic and well-moisturized skin. Skin texture is improved and fine lines, wrinkles, sun spots and dilated capillaries are visibly reduced.

According to Professor Barry Halliwell of The International Antioxidant Research centre in London and Singapore, "these antioxidants immediately protect against free radical damage as soon as they go into the skin."

Proven significant results with just two tablets a day

Extensive testing on Imedeen Time Perfection has been conducted with documented results showing its improvement in the appearance of the skin. Many have been published in peer-review journals and recognized at International dermatological and scientific conferences.

The most recent proof of the effects of Imedeen Time Perfection was shown in a 12-week double blind placebo controlled efficacy trial conducted by Dr. Monya M. Sigler of the global research company, Stephens and Associates. The study concluded that when two tablets were taken daily for 12 weeks, Imedeen Time Perfection proved to be highly effective in improving the skin's overall appearance and condition, with the active product outperforming the placebo tablet.

"The efficacy of Imedeen Time Perfection was tested under rigorous conditions and the results were very impressive," reported Dr. Sigler, vice president, Stephens & Associates. "The Imedeen product showed statistically significant improvements over placebo for the Investigators clinical grading, instrumental measurements and the women's own evaluation. These results are among the best that I have seen." The study was published in 2004 in the journal of the American Dermatology Association.

IMEDEEN Time Perfection was shown to:

- **Instantly begin to neutralize the skin-degrading process**
- **Significantly improve the skin's moisture balance**
- **Visibly reduce the appearance of fine lines and wrinkles**
- **Diminish the visibility of dilated capillaries and age spots**
- **Leaves the skin with a brighter, more youthful and even complexion**
- **Help shield and defend the vital structural elements of the skin against future degradation.**

Based on ingredients from natural sources, Imedeen Time Perfection has no known side effects. It does contain proteins of marine origin and nutrients from tomatoes and should not be used by people with a known allergy to fish, other seafood or tomato.

Imedeen Time Perfection and Imedeen Classic are manufactured by Ferrosan A/S, Denmark, and are exclusively distributed in Canada by Nordic Selfcare Institute.

Imedeen Time Perfection and Imedeen Classic are widely available at the cosmetic counter of selected pharmacies and other exclusive retailers across Canada. Please visit www.nordicselfcare.com or call 1-877-IMEDEEN (1-877-463-3336) for specific retail locations.

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About NØRDIC SELFCARE INSTITUTE

Located in Toronto, Canada, NØRDIC SELFCARE INSTITUTE is Canada's leading cosmeceutical source with emphasis in the areas of women's health, nutrition and beauty. The products NØRDIC SELFCARE INSTITUTE brings to market are backed by extensive scientific research and clinical studies and are for both consumer and professional use. NØRDIC SELFCARE INSTITUTE is thoroughly committed to the products they carry and strives to build a strong consumer base for each brand.

Media Contact:

For more information on IMEDEEN Time Perfection, interview, product or photo requests, please contact Margaret Tipton, Corporate Communications, NØRDIC SELFCARE INSTITUTE, 905-764-7737.