

## **The Science Behind IMEDEEN TIME PERFECTION™**

***Reaching the deeper layer of skin (the Dermis) with the proper nutrients is proven to protect, improve and defend skin from free radical damage***

Research has shown that the visible signs of aging begin in the dermis, the deeper layer of skin. It has been proven that to effectively protect the skin from photo-aging (sun damage) and time, attention needs to be concentrated in this critical area.

Unlike topical skincare treatments, Imedeen Time Perfection works to reach the dermis and makes it possible to provide the entire body with a systemic supplement that not only improves the skin's quality and structure, but also provides powerful protection against the damaging effects of free radicals.

Imedeen Time Perfection works by using a combination of two powerful antioxidants Grape Seed Extract and Lycopene, along with Imedeen's original natural Biomarine Complex. These scientifically sound ingredients work together to defend vital components in the skin against both indirect and direct damage by free radicals, and also slows down future skin degradation.

Extensive testing on Imedeen Time Perfection has been conducted with documented results showing many improvements in the skin's appearance and moisture levels. Many have been published in peer-review journals and recognized at International dermatological and scientific conferences.

### **IMEDEEN Time Perfection – latest consumer tests results**

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.

"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.**

Another 2004 study by Odile Damour, PhD of Laboratoire des Substituts, Lyon, France found that skin treated with Imedeen Time Perfection showed a more densely packed dermis filled with a significant increase in the number of fibroblast cells responsible for the formation of collagen, newly synthesized extracellular matrix components which bind moisture in the skin, as well as an increase in fibrillin, the major component of elastin in the dermal layer of the skin.

Science has proven that by taking two Imedeen Time Perfection tablets a day, skin will feel more firm, hydrated and fine lines, sun spots, and dilated capillaries will be reduced. Improvements can be seen and felt within twelve weeks of daily use.

### **Combating the Threat of Free Radicals**

Free radicals pose a serious threat to the skin's structure as they can attack and damage the collagen fibres that give the skin its firmness, as well as the elastin fibres that give it elasticity and resilience. They also attack the glycolaminoglycans, the moisture-binding molecules that form a gel-like substance between the collagen and elastin to retain moisture and protect the skin cells.

"When skin is exposed to too many free radicals and its antioxidants are depleted, certain enzymes appear that actually digest collagen and elastin so that the skin gets thinner and the matrix disappears," explains Professor Barry Halliwell, International Antioxidant Research Centre, London and Singapore

"If you damage elastin, the elasticity of the skin is lost and it wrinkles. If you damage collagen, the skin loses its texture and no longer looks youthful."

### **How the antioxidant complex LycoPhense GS works**

The US-patented combination of Grape Seed Extract and Lycopene in the LycoPhense GS complex helps give the skin protection against both direct and indirect damage caused by free radicals. These two powerful antioxidants form a synergistic partnership, making their combined performance far more effective than the sum of their individual parts. They also enhance the effectiveness of Vitamin C in the skin, to support collagen formation.

Rich in flavonoids, Grape Seed Extract is a hydrophilic antioxidant with an affinity to the skin's aqueous based structure found in and around the cells. When taken internally, its antioxidant action is 50 times more potent than Vitamin E and 20 times more effective than Vitamin C.

Derived from specially grown tomatoes, Lycopene is a lipophilic antioxidant, belonging to a class of compounds called carotenoids. Lycopene is active in the cell membrane and recent research has shown it to be the most effective of the lipophilic free radical scavengers - twice as active as beta-carotene.

The antioxidants, according to Professor Halliwell, "will give an immediate protection against damage as soon as they go into the skin." In sufficient numbers, antioxidants can effectively counteract the negative effects of free radical activity and help protect the skin against this fundamental cause of premature skin aging.

### **The action of the Natural BIOMARINE Complex:**

The unique Biomarine Complex, exclusive to Imedeen, contains natural proteins and marine polysaccharides similar to those naturally found in the skin. Detailed research on women with photo-aged (sun-damaged), dry or mature skin carried out by Danish dermatologist, Dr Marianne Kieffer, has shown that the Biomarine Complex is active in the dermis, where it improves basic skin structure and texture, as well as the skin's natural ability to retain moisture.

Over time, this unique ingredient can also help visibly reduce the appearance of fine lines and wrinkles, dilated capillaries and age spots, while improving the skin's moisture balance.

The advanced combination of LycoPhence GS and the natural Biomarine Complex in Imedeem 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-moisturised skin. The recommended intake is two tablets daily and visible results will typically occur in as little as 3 months.

Based on ingredients from natural sources, Imedeem 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.

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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.