

IMEDEEN®

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IMEDEEN TIME PERFECTION™ GETS WARM RECEPTION AT THE ANNUAL MEETING OF THE AMERICAN ACADEMY OF DERMATOLOGY WASHINGTON, DC, 8TH FEB, 2004

A poster presentation of the twelve-week efficacy trial conducted on Imedeen Time Perfection by Dr Monya L Sigler of US-based global research company, Stephens & Associates, was shown at the annual meeting of the American Academy of Dermatology to a very positive reception.

The AAD is the largest and most influential of all dermatological associations. With a membership of over 13,700 it represents virtually all practising dermatologists in the United States and has a high percentage of overseas members.

The double-blind, placebo controlled study was conducted on 74 women. The bio instrumentation measurements, the objective measurements by clinical grading and the self-assessment by participants all showed the same impressive results. 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. The Imedeen product showed statistically significant improvements over placebo for the Investigator's clinical grading, instrumental measurements and the women's own evaluation. These results are among the best that I have seen".

Dr Monya L Sigler, Vice President, Stephens & Associates

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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:

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