

## **A COMPREHENSIVE CLINICAL STUDY CARRIED OUT IN THE USA CONFIRMS THE BENEFITS OF TAKING IMEDEEN TIME PERFECTION™ AND HIGHLIGHTS EXCITING NEW CLAIMS**

*“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

The Imedeen brand is renowned for its rigorous scientific testing. As market leaders in the field of skincare from within, the company is committed to ensuring that their products are recognised as a benchmark for excellence – not only by consumers, but also by scientists, dermatologists, cosmetologists and aestheticians worldwide. Research into all products is ongoing as the company strive to push the boundaries of systemic skincare and remain at the cutting edge of new developments within this growing sector.

The latest investigative study into Imedeen Time Perfection took the form of a detailed ‘*in-vivo*’ trial carried out by Stephens & Associates, a global research organization based in Dallas, Texas. S & A have a unique multi-pronged approach for verifying product performance claims and their clientele include a number of leading international pharmaceutical and cosmetic companies.

In order to quantify the benefits of Imedeen Time Perfection in improving skin tone, texture and appearance, a twelve-week double-blind, placebo controlled clinical efficacy study on 74 women was conducted by renowned US clinical investigator, Dr Monya L Sigler.

The results of the study were extremely impressive. As expected, they confirmed previous research findings, namely that continued use of Imedeen Time Perfection:

- Significantly improves the skin’s moisture balance
- Visibly reduces the appearance of fine lines and wrinkles
- Diminishes visibility of dilated capillaries and age spots
- Leaves skin with a brighter, more youthful and even complexion.

What was particularly important and exciting was that the clinical gradings and self-assessment showed confirmation of **NEW** additional benefits to Imedeen Time Perfection, namely:

- Significant improvement in skin firmness
- Noticeable reduction in enlarged pores

- Improved skin smoothness on both face and body
- Diminution of under eye bags and dark circles

## **STUDY METHOD AND RESULTS**

The methods used and results achieved are detailed below:

### **Panellist Selection**

In order to participate in the study, women needed to have mild to moderate fine lines and wrinkles, as well as some other signs of extrinsic ageing. A total of 74 women participated in the 12 week trial. Thirty-six were given Imedeen Time Perfection and the remaining 38 were given a placebo. The trial was double-blind so neither the participants nor investigators knew who was taking the active product.

### **Objective Measurements**

#### **1. Clinical Assessment And Documentation Photography**

The women were examined at specific areas on the face and graded on the following factors: fine lines/wrinkles, hyper pigmentation/age spots, pore size, skin firmness, radiance, smoothness, under eye dark circles and bags, broken capillaries, skin dryness and overall skin assessment. Four full-face digital photographs were taken of each participant to assist with clinical grading.

**Results:** After 12 weeks, the women were re-examined using the same parameters and new photographs were taken. A clinical grading was again carried out by a certified dermatologist. The group taking Imedeen Time Perfection showed greater improvements on every parameter measured compared to the placebo control group.

#### **2. Instrumental Measurements**

In order to support the findings of the clinical assessment, the following mechanical measurements were used:

- a. NOVA Dermal Phase Meter Measurements [DPM] were taken to assess skin moisture levels. This measures the moisture content of the stratum corneum using an electrical capacitance method.

**Results:** There was a significantly greater increase in moisture levels (average 30%) for the Imedeen Time Perfection group compared to the placebo control group.

- b. An ultrasound unit was used to evaluate skin density.

**Results:** There was a significantly greater improvement in skin density for women taking Imedeen Time Perfection compared to those taking the placebo.

### **Self-Assessment of Product Benefits**

The participants' perception of how the product performs was an integral part of the clinical trial and, in addition to a daily diary record, all the women completed self-assessment questionnaires at the onset of the trial and then at four weekly intervals until conclusion.

**Results:** A significantly higher number of women taking Imedeen Time Perfection recorded improvements in both facial and body skin, noting that both felt and looked softer, smoother and more moisturised.

## **Conclusions**

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. Imedeen Time Perfection has been scientifically and clinically shown to:

1. Improve skin moisture levels on both face and body
2. Improve skin smoothness on both face and body
3. Reduce the appearance of fine lines and wrinkles
4. Reduce visibility of hyper pigmentation and age spots
5. Reduce visibility of under eye dark circles and bags
6. Reduce visibility of broken capillaries
7. Reduce enlarged pores
8. Improve skin tone and radiance
9. Improve skin firmness
10. Improve both the structure and density of the dermis

## **Publication of the Study Results**

Speaker presentation: European Academy of Dermatology and Venereology, Barcelona, Spain – 18<sup>th</sup> October 2003. Abstract published in the JEADV conference book.

Poster presentation: Annual Meeting of the American Academy of Dermatology, Washington DC - 7<sup>th</sup> - 9<sup>th</sup> February 2004.

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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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