

IMEDEEN TAN OPTIMIZER™

It's a fact – when questioned most women admit to coveting a golden tan. It makes them feel healthier and more attractive and they will go to various lengths to get one – the self-tan market has exploded, indoor tanning salons are still thriving and the vast majority of women still select their holiday destination according to the amount of sun exposure they'll get.

It is widely recognised by women everywhere that sun burning and excessive exposure lead to premature ageing of the skin and that moderation and effective protection is the key to achieving a beautiful tan. However, the fact that most of us only get two to three weeks a year in which we can escape from our daily routine and unreliable climate to relax and unwind on some sunny southern shore, means that good intentions are quickly lost. The most common complaints voiced by women wanting a natural tan are initial redness and high sun sensitivity, the time it takes to achieve a golden tan safely and the fact that it starts to fade the moment you board the plane to come home.

Imedeen is renowned for it's philosophy that skincare should start from the inside and the key to healthy and beautiful skin is not just what you apply on the outside, but also what you do to help it from within. Those very same values have been applied to sun care with the development of IMEDEEN TAN OPTIMIZER.

IMEDEEN TAN OPTIMIZER is a new and innovative approach to preparing the skin for the sun and to tanning. Working from within it is designed to stimulate the skin's natural tanning process, thereby:

- preparing your skin for the sun
- reducing sun sensitivity and redness
- protecting against sun-induced ageing
- boosting and optimising your tan

IMEDEEN TAN OPTIMIZER: formulation

The active ingredients within IMEDEEN TAN OPTIMIZER are natural plant extracts and essential vitamins that have been carefully selected to provide the ultimate combination to stimulate melanin production. The formula combines natural carotenoids from Palm Fruit extract and Tomato extract, together with natural Vitamin E and Vitamin C. The patented oil-based delivery system, **LipoCap™**, enhances the absorption of the active ingredients.

This formulation has been scientifically documented to:

- Stimulate melanin production
- Prepare the skin for the sun
- Reduce sun sensitivity

- Reduce redness
- Protect against sun-induced ageing
- Boost and optimise the tan

IMEDEEN TAN OPTIMIZER: directions for use

One capsule of Imedeem Tan Optimizer taken daily one month prior to and during the period of sun exposure will give the optimum results. You can maintain your healthy, golden glow after sun exposure with continued use of Imedeem Tan Optimizer.

Imedeem Tan Optimizer works from within, in conjunction with nature, allowing women to boost their tan naturally whilst enjoying all the positive benefits of the sun. It does not replace the use of sun protection and should always be used together with a suitable topical SPF product.

IMEDEEN TAN OPTIMIZER: Scientific and clinical studies

To document the beneficial effects of Imedeem Tan Optimizer both *in-vitro* and *in-vivo* trials were conducted by independent specialists.

In-vitro

The *in-vitro* study was carried out by Dutch researchers, Dr Nico Smit and Dr Stan Pavel, at Leiden University Medical Centre. Melanocytes isolated from Caucasian skin type II were cultured under standard conditions. Melanocytes are large dendritic cells found in the skin's basal layer that produce the protective pigment melanin. Each melanocyte, via its dendrites, supplies melanin to neighbouring keratinocytes.

In the study one culture was enhanced with the Imedeem Tan Optimizer ingredients and one acted as control. In the culture treated with Imedeem Tan Optimizer ingredients, the melanocytes had a much higher number of dendrites compared to the control culture. This is important as it means that melanin can be distributed to a greater number of adjacent keratinocytes, resulting in more visible pigmentation. In addition, more melanin was isolated from the cells treated with Imedeem Tan Optimizer ingredients proving that the combination increases both melanin production and distribution. These results have been presented at the International Pigment Cell Conference in the Netherlands [9-12th September 2002] and at the European Academy of Dermatology and Venereology in Prague [2nd – 6th October 2002].

A second part of the study was conducted to analyse the protective effect of Tan Optimizer against UV induced damage to skin cells. Melanocytes enhanced with Imedeem Tan Optimizer ingredients and control cultures were irradiated with UV light and the cell damage evaluated using a special laboratory technique called comet assay. The results show that Imedeem Tan Optimizer significantly reduces the damage caused by UV radiation and therefore will help protect against premature skin ageing caused by sun exposure.

In-vivo

The *in-vivo* study was supervised by Dr Betsy Hughes-Formella at BioSkin GmbH Institute in Hamburg and ran over a 12 week period. The 40 female participants were aged between 18-50 and had Caucasian skin type II. The survey was conducted as a double-blind placebo controlled study. Half the group were supplemented with Imedeem Tan Optimizer for the duration of the study and half were supplemented with a placebo. All measurements were done on buttock skin that had not previously been exposed to sunlight.

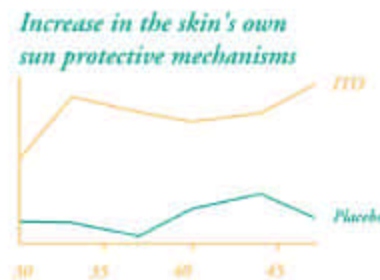
Objective measurement methods used in the study - Skin colour typing was done with a Chromameter®. From this the individual Typological Angle [ITA°] was calculated. The ITA° determines the skin's melanization level and skin colour tone and thereby the skin's sensitivity to sunlight.

RESULTS

After evaluating the results from the study, it was clear that Imedeem Tan Optimizer significantly improves the tanning process in the following ways:

Preparation of the skin - The difference in ITA° between the placebo group and the group supplemented with Imedeem Tan Optimizer was seen after 4 weeks. It was concluded that this should therefore be the minimum recommended preparation period.

Decreased sun sensitivity - A decrease in sun sensitivity for the Imedeem Tan Optimizer™ supplemented group was found, compared to the placebo group. This was documented by a statistically significant decrease in ITA°



Skin melanization level/skin colour tone - The significant decrease in ITA° during the study period correlates to increased melanization level in the skin and darker skin colour tone. Decreased redness after sun exposure is indicated by the decreased sun sensitivity and increased melanization level.

CONCLUSION

Both the *in-vitro* and *in-vivo* trials prove that Imedeem Tan Optimizer improves the tanning process by stimulating the skin's natural production of melanin. In addition, the *in-vivo* trial confirms that both skin sensitivity and skin redness are significantly reduced.

All ingredients in Imedeem Tan Optimizer have been thoroughly tested and been shown to be safe and well-tolerated. This was further confirmed in the *in-vivo* study.

- 30 -

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.