

SkinCeuticals Introduces NEW C E FERULIC Serum Powerful Antioxidant Technology Provides 8-Fold Photoprotection

***The Next Generation in Ultimate Environmental Protection launched at
The Canadian Society of Aesthetic Plastic Surgeons Conference
– September 8th to 12th in Vancouver –***

Toronto, ON – FIRST to formulate pure high concentration L-ascorbic acid. FIRST to bring cosmetically elegant transparent zinc oxide. FIRST to effectively combine pure vitamin C and pure vitamin E. **What's next?** Breakthrough technology, unprecedented data, and a revolutionary product that takes anti-aging protection and correction, as well as antioxidant awareness to a new level.

SkinCeuticals, Inc., the recognized leader in topical antioxidant and sun protection technologies and the manufacturer of scientifically-advanced skincare products, announces C E FERULIC – the first and only combination antioxidant treatment containing L-ascorbic acid, alpha tocopherol and ferulic acid, and recently scientifically- proven to provide an unprecedented **8-fold** photoprotection. **The result?** A new antioxidant cocktail that **protects, prevents, and repairs**. CE FERULIC neutralizes free radicals, protects against environmental oxidative stress to help prevent premature signs of aging, and helps stimulate collagen production to help diminish the appearance of existing photodamage. It provides significantly better results than any one antioxidant alone.

CE FERULIC is the latest SkinCeuticals' product to be offered across Canada through dermatologists, plastic surgeons, and other licensed skincare professionals. C E FERULIC was launched to the medical community at The Canadian Society of Aesthetic Plastic Surgeons Conference, September 8th to 12th, 2005 at the Fairmont Hotel Vancouver in Vancouver B.C.

Synergistic Ingredients – Optimized Antioxidant Cocktail

Discovered by Duke University testing designed to improve the stabilization of SkinCeuticals C + E Serum, Ferulic Acid not only improved stabilization, but also DOUBLED

photoprotection from 4-fold for C+E to 8-fold for C E FERULIC. C E FERULIC is scientifically optimized and formulated at the precise pH level and concentrations proven to provide maximum delivery of active ingredients and optimal efficacy. This patent pending formulation provides:

- 15% L-ascorbic Acid (pure Vitamin C) – Neutralizes free radicals, primarily in the aqueous parts of skin; stimulates collagen synthesis; regenerates vitamin E when it is used up fighting free radicals; and provides photoprotection.
- 1% Alpha Tocopherol (pure Vitamin E) – Neutralizes free radicals, primarily in the cell membrane and cell lipids; aids in the healing process; and provides photoprotection.
- 0.5 % Ferulic Acid – Neutralizes free radicals; improves the stability of vitamins C and E; and enhances photoprotection.

Unprecedented 8-fold Photoprotection – Highest on the Market

Continuing to lead as industry innovator, SkinCeuticals CE FERULIC offers the highest antioxidant photoprotection on the market, delivering **8 times** the skin's natural antioxidant protection against damage caused by environmental exposure and oxidative stress. Scientific studies demonstrate that this incredible protection reduced the formation of sunburn cells by up to 96% in UV irradiated skin.

Understanding Photoprotection

Photoprotection is not SPF. Rather, it is a measure of a product's ability to protect against oxidative stress. Skin is damaged when the sun's radiation is converted into oxygen-free radicals that damage the skin and its support structure. Antioxidants neutralize this oxidative stress, which can be caused by both UVA and UVB radiation. In contrast, SPF is a measure of protection against UVB radiation only.

More photoprotection means more youthful looking skin. SkinCeuticals believes that photoprotection is an important indicator of a skincare product's efficacy, and the company strives to develop products with ever-increasing levels of photoprotection.

The Importance of Antioxidant Protection

SkinCeuticals recognizes the importance of sunscreens in protecting skin from harmful UV rays. However, recent studies reveal that sunscreen blocks on 45% to 55% of free radicals generated in skin by UV light. In addition, studies show that the average consumer does not apply sunscreen properly, using only one quarter of the sunscreen needed for full SPF protection. For example, using an SPF 30 product this way, consumers get the equivalent of only 3 to 4-fold protection vs. the proposed 30. By applying SkinCeuticals C E FERULIC, consumers get **8-fold** protection from environmental aging.

Furthermore, SPF is only a measure of UVB protection, or burning rays. While the medical community recognizes the importance of assignment a measuring system to UVA, there is currently no approved standardized measure of UVA protection exists in the United States. Perhaps more importantly, no sunscreen fully protects from UVA, the rays proven to cause

photoaging. Consumers are generally unaware of this fact and have a false sense of security when wearing a high SPF sunscreen. In fact, by staying in the sun longer, bolstered by a false sense of confidence in high SPF, consumers get more UVA damage, although they are not visibly burning.

Consumers also do not realize that UVA rays, unlike UVB, can penetrate glass, thus exposing them to damaging photoaging while in the car, in the office and in their homes. Using both a topical combination antioxidant – most notably, SkinCeuticals revolutionary new C E FERULIC - and also a broad spectrum sunscreen is the best way to achieve the highest fold photoprotection on the market.

Security Blanket for the Skin- Reservoir that Does Not Wash Off

Topical C E FERULIC prevents the formation of thymine dimmers, which are sun-induced changes in DNA that can lead to skin cancer. Applied properly and consistently, sunscreens also prevent thymine dimer formation, but one missed application negates the protection. In contrast, because antioxidants work as a reservoir within the skin, even missing a daily application of topical C E FERULIC won't negate protection. Additionally, properly formulated antioxidants cannot be washed off the skin, unlike sunscreens. For these reasons, C E FERULIC acts as a security blanket to the skin, working from the inside out, whereas sunscreens have to be between the consumer and the sun to work. SkinCeuticals still recommends daily use of a broad-spectrum sunscreen in conjunction with C E FERULIC for optimal photoprotection.

Proven Scientific Studies

The **8-fold** protection of C E FERULIC was proven in studies conducted by researchers at Duke University Medical Center. Sheldon R. Pinnell, MD, professor emeritus of dermatology, Duke University Medical Center, already has presented these findings at the 20th anniversary meeting of Dermatology Update in Vancouver, Canada and the European academy of Dermatology and Venereology in Florence, Italy. These findings were also presented at the prestigious American Academy of Dermatology meeting in New Orleans in February 2005. Abstracts have been published and additional scientific articles will appear throughout the year.

Real Life Application Testing

Laboratory testing is not always the same as real-life application. Many studies conducted by skincare and sun care companies do not use the same products made available to consumers when testing. SkinCeuticals products are tested using the same formulations made available to consumers, and tested the same way consumers use them. In contrast, many products base their marketing claims on lab results obtained using up to five times more than a standard application. The result? Products that can't ever match the results obtained in laboratory testing.

The Bottom Line

According to Dr. Pinnell, "C E FERULIC is the first and only combination antioxidant

treatment proven to provide 8-fold photoprotection. With recent studies documenting a misunderstanding of SPF protection and application, this new formulation is a revolutionary milestone in skincare that provides patients and consumers with the highest level of protection available against oxidative stress –including from UV radiation, smoking and other environmental aggressors.”

C E FERULIC retails for **\$170**. SkinCeuticals line of advanced skincare products is designed to prevent future damage, protect healthy skin and correct previous damage. All SkinCeuticals products are sold through dermatologists, plastic surgeons and other licensed skincare professionals. SkinCeuticals is distributed in Canada exclusively through Nordic SelfCare Institute. For further information, please call 1.888.201.1875 or visit www.nordicselfcare.com.

About NØRDIC SELFCARE INSTITUTE®

Located in Toronto, Canada, *Nørdic Selfcare Institute* is Canada’s leading cosmecuetical 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.

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