

For Immediate Release  
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## **Younger, healthier looking skin... after menopause**

For some women, menopause means the end of menstrual pain, PMS and pregnancy concerns. For others, it may mean the beginning of mood swings, hot flashes and insomnia. For all, it means drier skin and wrinkling, yet today's meno-boomers are active resilient women who want to look as young as they feel. More and more, they're looking for a natural approach to managing their skin and appearance.

### **Skin Rx: retain a youthful appearance**

Initially perceived as a benefit, HRT (hormone replacement therapy) helped stop hot flashes and mood swings, helped prevent heart disease and osteoporosis and had the added benefit of preserving youthful-looking skin. HRT is no longer an option for many and has been shown to increase the risk of cancer. Pharmaceutical companies are now devoting billions of dollars to the study of menopause, focusing on issues including heart health, bone degradation, mood swings, depression, as well as skincare. It is no longer considered trivial to seek out options within the realm of beauty and aging.

The truth is, skin is an organ and, like many organs, it is hormone-dependent. The skin's hormone content – primarily estrogen – decreases during menopause, which affects all of the skin's layers. The surface dries out and does a poor job of retaining any moisture. Complexions become increasingly patchy, mottled and lose colour. The second layer of the skin – the dermis, responsible for skin firmness and elasticity – loses its ability to retain its smooth youthful texture that women desire. A distinction should be made between skin aging due to menopause and the aging of skin due to excess sun exposure. In fact, long before menopause is an issue for many women, they are already reaching for help to cover up an uneven skin tone and fill in lines and wrinkles.

“The best defense is still a good offence,” says Dr Charles Lynde, F.R.C.P.C., Canadian Dermatology Association Board of Directors and assistant professor of dermatology at the University of Toronto, Western Division. “Use sun creams with a minimum 15 SPF (sun protection factor) daily and practice sun avoidance during peak times. Menopause can be almost a killing

blow to skin – not only has skin been struggling with free-radical damage from years of sun exposure, now it's trying to do this with slower cell turnover and fewer working cells within the skin's structure," he explains.

### **Beautycare from the inside out**

Dermatologists are seeing an increasing number of menopausal patients who are seeking ways to improve the appearance of their skin. There are a wealth of techniques and products available to help skin appear better, but they really only treat the surface layer of the skin, the epidermis, but do nothing to improve the deeper part of the skin – the dermis – where one needs to improve the collagen, elastin and moisture retention. For this, one needs to address the skin's structure from the inside with a systemic approach.

"Although there are a variety of products on the market claiming to help the skin, it was the depth of research on Imedeen Prime Renewal™ that caught my interest," continues Dr. Lynde. "The scientific study published in the European Journal of Clinical Nutrition (May 2006) cites that two Imedeen Prime Renewal tablets taken daily provides improved condition, structure and firmness of the skin in post-menopausal women after six months. After evaluating the study and its methodology, I feel confident in recommending Imedeen Prime Renewal to my patients. Imedeen is now part of my practice on anti-aging in skin."

"Looking good as we age means preserving an even body weight, eating right and maintaining good skin practices," says Dr. Sheetal Sapra, director of the Institute for Cosmetic and Laser Surgery in Oakville, Ontario. "Unfortunately most of today's boomers spent far too much time in the sun when they were younger."

Dr. Sapra adds, "To counteract premature aging of the skin due to the sun, I employ a variety of techniques including laser resurfacing, injectable fillers to smooth obvious lines and Botox to reduce lines in the brow area. I also suggest my patients use Imedeen. I've found that patients who take Imedeen regularly experience healthier, more resilient skin that responds well to any of these techniques."

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For more information, visuals or to arrange an interview with Drs. Lynde or Sapra or an Imedeen® spokesperson, please contact Susan Willemssen, Rebecca Kennedy or Tiffany Shiu at The Siren Group Inc. Tel: 416-926-8087. Fax: 416-926-9712.  
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