

For Immediate Release  
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**Nordic Selfcare Institute® introduces Imedeen Prime Renewal™  
cosmeceutical to Canada**

***-- New internal solution first to answer specific skincare needs of women post-menopause --***

Toronto, ON. Nordic Selfcare Institute®, distributors of Imedeen® -- internationally renowned as the leading brand of internal skincare and market leader for more than ten years -- is proud to launch Imedeen Prime Renewal™, the first internal skincare solution which addresses the specific needs of post-menopausal women. Developed as a result of consumer research carried out in Latin America, Europe and Asia, Imedeen Prime Renewal (\$128.00/120 tablets) is now available in leading pharmacies and at select spas, plastic surgery and dermatology clinics nationally.

As with all Imedeen supplements, Prime Renewal has been extensively tested both in-vitro and in-vivo. The in-vivo research -- published in the European Journal of Clinical Nutrition (May 2006) -- was an independently conducted, six-month double-blind placebo controlled study on post-menopausal women, 30 per cent of who were also taking HRT<sup>1</sup>. Skin density was measured using ultrasound and clinical photos were used by the investigator to assess and grade skin parameters on the face. Skin aging on hands and décolletage were also assessed and graded clinically. In addition, participants were interviewed about their experience with the product.

Proven to work from within

Prime Renewal tablets taken orally twice a day were shown to significantly improve skin firmness and density, significantly reduce the visibility of fine lines and wrinkles on the forehead, around the eyes and lips, significantly improve the overall appearance of skin on hands and décolletage, significantly reduce the visibility of hyper-pigmentation and age spots, and stimulate the regeneration of collagen and the renewal of skin cells after six months. Sixty per cent of the women interviewed experienced positive reactions from friends and family commenting on their "new look."

"We are thrilled to offer a scientifically proven solution to meet the skincare needs of menopausal women here in Canada," says Nime Dean, president, Nordic Selfcare Institute.

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<sup>1</sup> There was no significant difference in the results for women on HRT

“Prime Renewal is the first ingestible backed by international research to offer age-defying skincare benefits to a growing demographic, as a large population of Canada grows older.”

#### Suddenly the routine is not enough

During the first five years after menopause, skin loses 30 per cent of its collagen, the fibrous protein responsible for giving the skin its strength and suppleness. Women who are post-menopausal have significantly lower levels of estrogen and it is well documented that estrogen has an effect on collagen production. Collagen, elastin and moisture-retaining polysaccharides are produced by cells called fibroblasts. Fibroblasts need estrogen in order to function efficiently, so the rapid decrease in estrogen levels after menopause can cause sudden and dramatic changes to the skin as the activity of the vital structural elements slows down – the most noticeable being loss of firmness, reduced suppleness and increased dryness.

However, further research has shown that whilst women acknowledge that their skin ages faster after menopause, they don't necessarily make the connection between the hormonal changes taking place in their body and how these accelerate skin aging.

Defence against free-radical damage becomes even more important as skin ages and its natural antioxidant defence system slows down. UV damage to fibroblasts further affects collagen production and cellular renewal.

#### An all-natural solution

Soy isoflavones (natural plant based phyto-estrogen) are packed in the Imedeen Prime Renewal formulation with zinc and chamomile, to reinforce the action of Imedeen's exclusive Biomarine Complex™ - a marine extract rich in proteins and polysaccharides similar to those found naturally in the skin's supportive tissue.

In response to the need for increased defence, Prime Renewal has also been formulated with the new ViTea™ complex – a mix of potent antioxidants including Vitamin C, Vitamin E, white tea, grape seed and tomato extracts. Studies suggest that the ViTea protection complex may help provide skin cells with a defence system against free radical damage.

“Either in combination with other aging solutions and enhancements, or alone, we are convinced women will appreciate the benefits of Prime Renewal as an integral part of their daily beauty routine,” concludes Dean.

#### About Imedeen

Imedeen is renowned internationally as the leading brand of internal skincare and market leader for more than ten years, manufactured by Ferrosan A/S, a Danish pharmaceutical company. A unique concept in beautycare and recognised by dermatologists because it

helps improve the structure and quality of the skin, Imedeen works from the inside rather than the outside, nourishing the deeper layers of the dermis to improve and revitalise skin texture and appearance. Imedeen is committed to ensuring that the brand is recognised as a benchmark for excellence – not only by consumers, but also by scientists, dermatologists, cosmetologists and aestheticians worldwide. In-vivo testing is carried out on volunteers under controlled conditions for scientists to assess the efficacy of the product; in-vitro testing gives a deeper understanding of how the product actually works in the skin. Research into all products is ongoing as the company strives to push the boundaries of systemic skincare and remain at the cutting edge of new developments within this growing sector.



Nordic Selfcare Institute is the exclusive distributor of Imedeen in Canada. More information is available at [www.nordicselfcare.com](http://www.nordicselfcare.com).

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