

For Immediate Release  
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**The key to international celebrity beauty**  
**What makes beautiful people beautiful?**

A fabulous figure, glowing skin and glossy hair all matter, but behind every celebrity there is an army of beauticians, make-up artists and designers on-hand to transform them from ordinary mortals into gorgeous goddesses. What are the beauty secrets of these behind-the-scenes magicians?

**International skincare experts agree...**

Norwegian aesthetician and skincare guru, Elsebeth Engzelius – who has a number of high profile clients at her salon in Oslo – and Dutch therapist, Janny Berens, who owns one of the most prestigious salons in Holland, both agree that an inside-out approach is essential for great looking skin. A well-balanced diet, plenty of water and Imedeen® ingestible supplements combined with a morning and evening cleansing routine and professional salon treatments once a month will help keep skin glowing like that of international celebrities. Paris-based dermatologist, Dr. Jacques Labescat, author of Vivre mieux et longtemps en 10 leçons (Live Better and Longer in 10 Lessons) recommends Imedeen Time Perfection™ to all patients with dry and dehydrated skin.

“The first thing noticed by women taking Imedeen Time Perfection is an improvement in the skin’s moisture levels, not just on the face, but all over the body,” says Dr. Labescat. “Women comment that their skin appears better hydrated and supple with a more radiant appearance.”

**The make-up artists agree...**

French-born, London-based make-up artist Ariane Poole has worked on some of the world’s most beautiful women including Catherine Zeta Jones, Elizabeth Hurley and Penelope Cruz. She believes that with the right products and advice, all women can look better and feel more confident. Her top three tips for fast-track fabulousness: professionally-shaped eyebrows, the right foundation, and Imedeen.

Her enthusiasm for the latter is shared by fellow make-up artist to the stars, Copenhagen-based Dennis Knudsen, who agrees that great make-up is crucial but nothing is more beautiful than a natural, bright and even complexion.

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**The fashionistas agree...**

Jimmy Choo footwear is most frequently seen spiking the red carpet at the Oscars and adorning the feet of style icons such as Jennifer Lopez, Halle Berry and Salma Hayak. Tamara Mellon, the American-born president of the successful design-led company with outlets in the UK, USA, Hong Kong and Japan, is another firm believer in beauty from the inside and regularly takes Imedeen. "It is fantastic - the pills work from the inside to fight the signs of aging and give a clear complexion," states Mellon.

International swimwear designer, Melissa Odabash, whose clientele include Sarah Jessica Parker and Helena Christensen, agrees. "I couldn't live without Imedeen now and neither could any of the friends that I've recommended it to," she says.

Supermodel Naomi Campbell cited Imedeen as one of her three all time favourite beauty products. "I take Imedeen to keep my skin looking healthy," Campbell claims.

**The world's leading skincare supplement**

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 beauty care and recognized 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. Extensive research and repeated clinical trials on the efficacy of Imedeen are published in peer-reviewed medical journals. Clinical trials involving in-vivo testing have been 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.

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, please contact Susan Willemsen, Rebecca Kennedy or Tiffany Shiu at The Siren Group Inc.

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