

For Immediate Release
August 29, 2007

High-frequency ultrasound and skin aging

– Analyze skin damage as part of one's holistic regime of protection and prevention –

Toronto, ON. NØRDIC SELFCARE INSTITUTE®, distributors of Imedeen® – internationally renowned as the leading brand of internal skincare and market leader for more than ten years – understands the need to defend, improve and perfect one's skin. Imedeen Time Perfection™ is a scientifically proven, systemic skincare supplement that features an advanced, highly potent dual-action formula that combines powerful antioxidants that protect the skin against future sun damage, with a patented Biomarine Complex™ that is proven to improve skin that is already showing signs of too much sun exposure and aging. Just two tablets a day taken orally are effective where topical treatments fall shy to feed the deeper layer of the skin and protect against the harmful effects of free radicals, resulting in visible improvements that can be seen and felt within twelve weeks of use. Imedeen Time Perfection is ideal for women in their late 20s and early 30s to prevent the signs of aging and key for women in later years that have already begun to see fine lines, sun damage, dryness, dilated capillaries and age spots.

Analyze the damage, remedy the situation

Premature aging of the skin is due to degeneration of collagen and elastin fibres in the dermis of the skin. The epidermis, or top layer, is a multi-layered squamous epithelium, while the dermis or second layer contains the close netting of collagen and elastin fibres.

Imedeen is proud to utilize the high frequency DUB – Digital Ultrasound Imaging System – produced exclusively by TPM® (Taberna Pro Medicum) of Lüneburg, Germany. The portable machine measures the concentration of collagen and elastin in the dermis and allows one to differentiate between the layers to analyze existing damage with a view to prevention. Imedeen will offer consumers complimentary DUB Ultrasound analysis sessions in participating leading pharmacies across Canada this fall.

Scanning the surface and beyond

With frequencies ranging from 22 MHz to 100 MHz, the DUB Ultrasound System determines the density of the dermis and generates an image with each reflection of the sound waves shown as a coloured point. The depth of colour depends on the strength with which the reflected sound wave is generated on a scale

more you can do more you can do m
ou can do more you can do more you

of 0-255. More colour in a DUB Ultrasound image represents a healthier, denser skin structure. Ultrasound images with little colour show skin that has lost collagen and elastin leading to the formation of fine lines and wrinkles.

Daily use of Imedeen Time Perfection, with its advanced dual-action formula, helps defend and improve the skin's basic quality and structure, particularly beneficial for both improving existing damage as identified in the DUB Scan, as well as avoiding photo-aged (sun-damaged), dry and mature-looking skin. In addition to its original exclusive Biomarine Complex, Imedeen Time Perfection contains a highly potent and US-patented antioxidant complex called LycoPhence GSTM. This unique combination of grape seed extract and lycopene helps defend vital components in the skin against both direct and indirect damage by free radicals and therefore slows down future degradation of the skin. Repeated clinical trials have shown that two tablets per day promote visible improvements in the skin within three months of use. Imedeen Time Perfection (\$95/60 tablets) is available at the cosmetic counter of leading pharmacies and at select spas, plastic surgery and dermatology clinics nationally.

About TPM

Located in Germany, TPM introduced the first commercially available high-frequency ultrasound machine for the use in dermatology in 1987. Today, TPM develops, manufactures and maintains systems for research facilities, hospitals and individual medical clinics around the world.

About NORDIC SELFCARE INSTITUTE

Nordic Selfcare Institute is the exclusive distributor of Imedeen in Canada. More information is available at www.nordicselfcare.com.

-30-

For more information, visuals or to arrange a desksider with the DUB Ultrasound system and 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. Email: info@thesirengroup.com.

more you can do more you can do m
ou can do more you can do more you