

For Immediate Release

August 29, 2007

You can do more... with Imedeen Time Perfection™ ingestible skincare

– Oral supplement boosts one's skincare regime to defend, improve, perfect –

Toronto, ON. Now, women can do more! Since its launch in 1991, women around the world have appreciated the benefits of taking Imedeen, the scientifically proven ingestible skincare solution. Internationally recognized by dermatologists and plastic surgeons 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 revitalize skin texture and appearance, not just on the face but all over the body. Imedeen Time Perfection™ – with its advanced dual-action formula – helps defend and improve the skin's basic quality and structure, particularly beneficial for improving and avoiding photo-aged (sun-damaged), dry or mature-looking skin. Used in combination with one's existing external skincare regime, Imedeen Time Perfection enhances efforts to defend, improve and protect and is the newest weapon in the arsenal against aging.

Systemic skincare: why not do more?

In addition to its original, exclusive Biomarine Complex™, which contains natural proteins and marine polysaccharides similar to those naturally found in the skin, Imedeen Time Perfection contains a highly potent and patented skin-specific antioxidant complex called LycoPhence GS™. 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 skin degradation by forming a synergistic partnership, making its combined performance more effective than the sum of its individual strengths. Together, they also enhance the effectiveness of Vitamin C in the skin to support collagen formation.

Visible signs of aging begin in the dermis; therefore the most effective protection should also take place there. This is not possible with traditional topical skincare, which can only penetrate as far as the epidermis.

Danish dermatologist, Dr. Marianne Kieffer carried out extensive research into the unique Biomarine

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Complex used within Imedeem Time Perfection.

“It was exciting to see what this Biomarine Complex could do. The concept of being able to improve the condition of the skin from within, instead of having to rely on skin creams is both novel and logical. I like the idea that the skin cells are being nourished from the inside,” Dr. Kieffer commented.

Noticeable benefits within three months

With Imedeem Time Perfection it is now possible to provide the body with a systemic supplement that not only improves the skin's quality and structure, but also provides powerful protection against the damaging effects of free radicals in the skin. Imedeem Time Perfection is the most advanced anti-aging skincare tablet available today. Along with its proven Biomarine Complex, which provides skin with the nutrients needed to revitalize the skin's production of collagen and elastin, LycoPhense GS has been shown to instantly begin to neutralize skin degradation. This powerful combination of ingredients significantly improves the skin's moisture balance, visibly reduces the appearance of fine lines and wrinkles, diminishes the visibility of dilated capillaries and age spots, leaves the skin with a brighter, more youthful and even complexion and helps shield and defend the vital structural elements of the skin against future degradation. Repeated clinical studies have shown that two tablets taken orally per day promote visible improvements in the skin in as little as three months of use. Imedeem 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 Nordic Selfcare Institute

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

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