

Figure 1.

Ethocyn® at 0.5% in propylene glycol followed by Ethocyn® 0.01% in a moisturizing base was applied twice daily to 29 study participants between ages 40 and 77. The elastin content of the skin was measured and compared to that of a control group of participants between ages 18 and 25 who had no clinical signs of aging skin. After two months of Ethocyn® use, the elastin production of aged skin was restored to the same level as that of the much younger control group. Data showed an average of 166 percent increase in elastin content after three months of Ethocyn® application when compared to baseline.

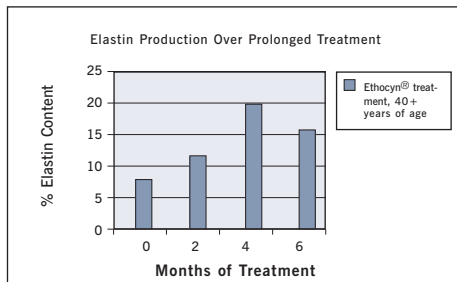


Figure 2.

From the same study described for Figure 1, the elastin content of the skin of participants age 40 and above using Ethocyn® was monitored over six months. Elastin production was seen to reach a maximum level at four months of use with no additional change found at the six month assessment. This demonstrates that Ethocyn® self-limits, reaches its full potential, and does not produce excess elastin that could lead to abnormal skin structure.

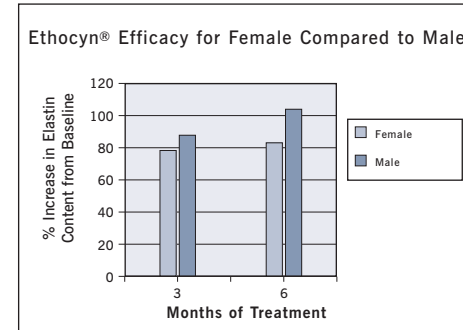


Figure 3.

In a double-blind, dose-response study with 158 participants (33 percent male), Ethocyn® was applied twice daily for four months. The study data of the efficacy of Ethocyn® when used by men and women was comparable. In fact, since men create more DHT than women as they age, the data suggests that men are likely to see greater benefits sooner than women.

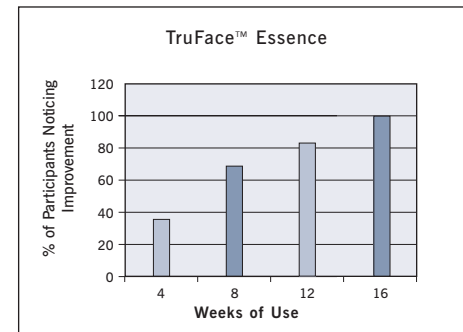


Figure 4.

To confirm the efficacy of Ethocyn® when formulated into a cosmetically pleasing product for topical application, Nu Skin conducted a consumer use study on Nu Skin Tru Face™ Essence, which was formulated with the most efficacious level of Ethocyn®. The study was conducted over four months on both men and women. The percentage responding at each examination interval (4, 8, 12, and 16 weeks) is shown above. At week four, 35 percent of responding participants noticed a change in the contour of their face. At week eight, 70 percent of responding participants saw an improvement, and the remainder noticed improvement by 16 weeks.

CONCLUSION

The active ingredient Ethocyn® present in Nu Skin Tru Face™ Essence has been shown to quickly enhance elastin formation, resulting in an improvement in facial and neck contours. It is efficacious for men and women, young and old, and is a potent topical treatment that exhibits no adverse effects on skin structure.

ETHOCYN® EFFICACY TECHNOLOGY SUMMARY

Summarized from third party professional assessments and in-house clinical studies performed according to Standard Operating Procedures of the organization.

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INTRODUCTION

Presented in this bulletin are summaries of the results of studies conducted on the efficacy of Ethocyn®. Ethocyn®, 6-(5-ethoxy-hept-1-yl)bicyclo[3.3.0]octan-3-one, is a non-steroidal anti-androgen that helps to restore the elastic content of human skin by stimulating fibroblasts to produce elastin. Elastin is a hydrophobic, cross-linked, random-coil protein composed of amino acid chains that together form rubber-like, elastic fibers. Each elastin molecule uncoils into a more extended conformation when an elastic fiber is stretched and then recoils spontaneously as soon as the stretching force is relaxed. It provides the elastic nature to healthy skin while collagen, another protein, provides the basic structure.

While intrinsic aging and the decrease in elastin in skin has not previously been thought of as an androgen disorder, the activity of Ethocyn® as a competitive inhibitor for the 5-alpha dihydrotestosterone (DHT) receptor site suggests that elevated amounts of DHT can lead to suppression of elastin production and advanced signs of aging. As clinical studies show, Ethocyn®* reduces the sagging appearance and improves the contours of the face and neck.

*Ethocyn® is the key ingredient in Nu Skin Tru Face™ Essence.



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