

Lamiderm Apex Serum applied twice daily for 4 weeks showed highly significant results towards reducing wrinkle depth, improving elasticity and reducing dark spots in 20 subjects

Dermatest Research Institute

Laboratory for Allergologic and Dermatologic Research

Munster, Germany

Protocol for measuring safety and effectiveness of Lamiderm Apex Serum:

- Criteria for Selection of Subjects:
 - 20 healthy (40 yr. or older) female subjects (not pregnant or lactating, not sunbathing or using tanning beds, no serious or chronic illness, no known cancer, or known allergies to general cosmetics)
 - Dermatologically evaluated subjects had no medical skin conditions
 - Subjects do have crow's feet next to the eyes
 - Age spots are apparent on neck and upper chest
- Evaluated by Medical Dermatologist to have normal skin
 - Using no skin medications or skin care products in last 10 days prior to testing
- Apply LifePharm Lamiderm Apex Serum to clean face in the morning and before bed
- Subjects apply Lamiderm for 4 weeks

What is Dermatest GmbH Munster Germany?

- Dermatest is a highly recognized third party clinical skin testing facility for dermatological and allergy testing for safety and efficacy evaluation of cosmetic and dietary supplements for skin enhancement properties.
- State-of-the-art clinical and laboratory facility with Medical Doctors specializing in Dermatology and Allergy Medicine and current technologies to measure physiological skin parameters.
- They rate cosmetic products based on standard safety testing which will give a 3 Star rating.
- Safety rating with attributes of the cosmetic to affect skin improvement parameters can be assigned with a 5 Star rating which is the utmost rating a product can receive.

Safety assessment:

- To obtain safety rating product must be applied on 20 subjects
- M.D. Dermatologist and Allergologist assess clinical safety and non allergenic status of the product.
- 4 weeks application of Lamiderm
- During trial there were no complaints, no pathological skin disorders, no unwanted skin reactions.
- Dermatologists performed analysis and product was given highest rating for safety and tolerability (did not irritate the skin).

Clinical study evaluated 3 parameters:

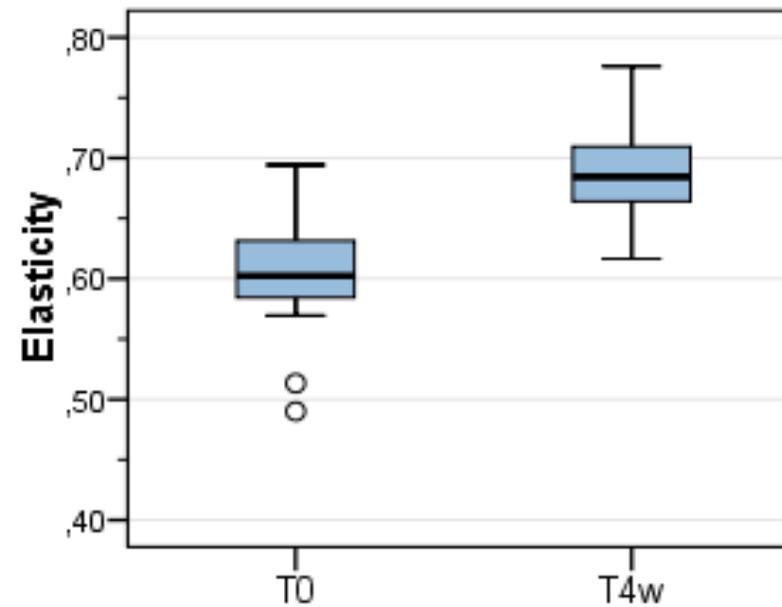
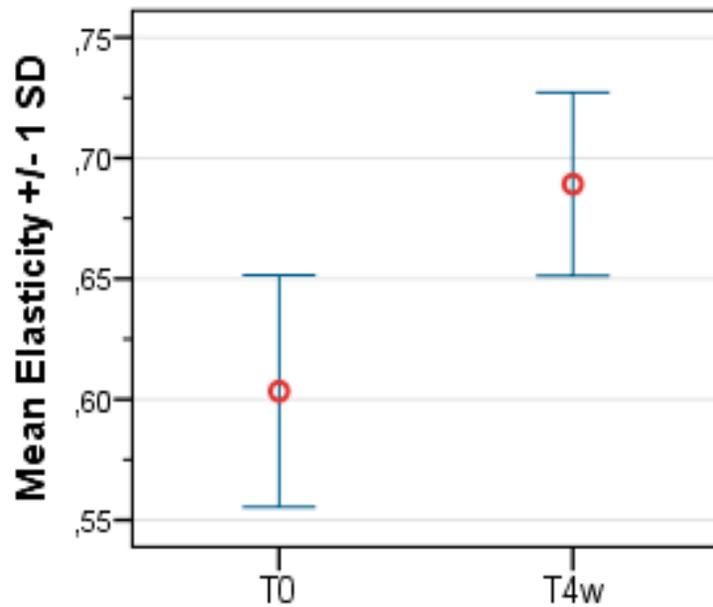
1. Skin Elasticity – measures elastic and plastic skin characteristics.

- Cutometer MPA 580 Fa (made by Courage+ Khazaka electronic GmbH).
- Young skin shows a high degree of elasticity and bounces back quickly when pulled with a suction sensor (the cutometer).
- Healthy smooth skin with incorporated amounts of moisturizing factors has better elasticity compared to dry and rough skin.
 - Relates to skin “tightness” and “firmness”
 - Anti-aging quality and “anti-sagging”

How does the Cutometer work?

- Skin is sucked into the Cutometer sensor by low pressure, when pressure is turned off the skin returns into its original form.
 - This gives the “elasticity” numerical measurement.
- Dermatologists and skin researchers use this instrument for accurate results to report in peer published and scientific literature.
- Measurement of skin is taken on an individual **before** and **after 4 weeks Lamiderm application** and elasticity measurements are compared and statistically evaluated for change.

20 Individuals Applied Lamiderm Apex Serum in the Morning and Before bed for 4 weeks, Resulting in a 14.63% Increase in Skin Elasticity which was a Highly Statistically Significant ($p < 0.001$) Improvement in Skin Firmness

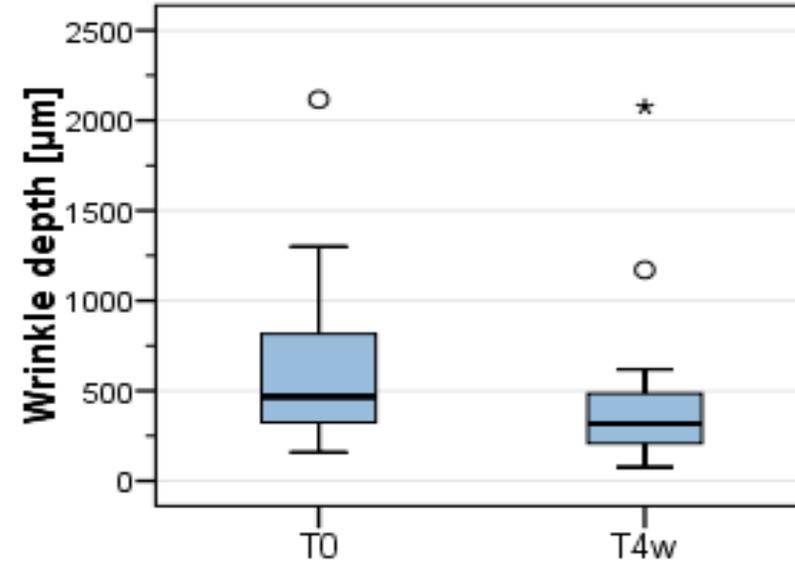
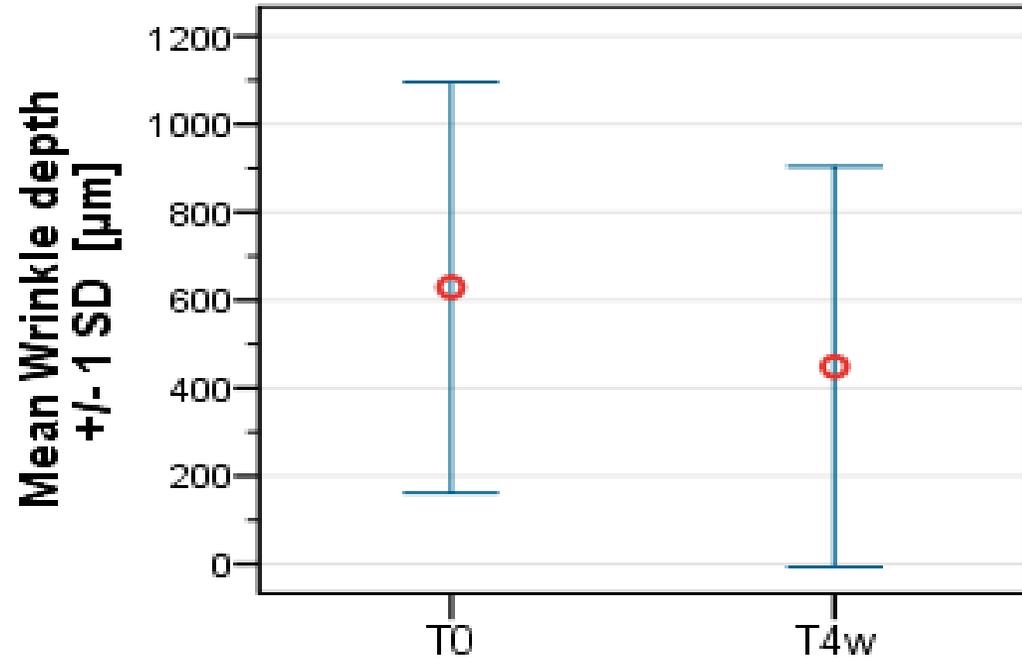


2. **Wrinkle depth** using the state-of-the-art 3-D PRIMOS Compact Measurement Device for Evaluation of skinfold depth

- PRIMOS compact portable takes a picture of skin area, with time-period of less than 70 millisecond,
- A computer program draws a realistic 3-dimensional image of the relief of skin on a color screen.
- The PRIMOS software quantitatively measures epidermal structural changes using various standardized surface measurement parameters in accordance with DIN (Deutsche Industrie Norm) and ISO (International Standards Organization)

20 Subjects Applying Lamiderm Apex Serum in the Morning and Before bed for 4 weeks Showed an Average of 31.77% Wrinkle Depth Reduction which was a Highly Statistically Significant Change ($p < 0.001$).

The averaged change in wrinkle depth was a difference of $-180.24\mu\text{m}$.



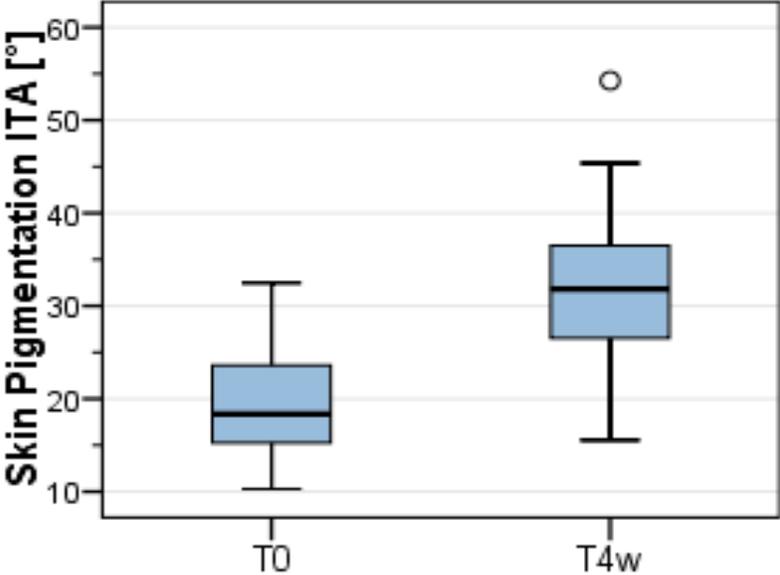
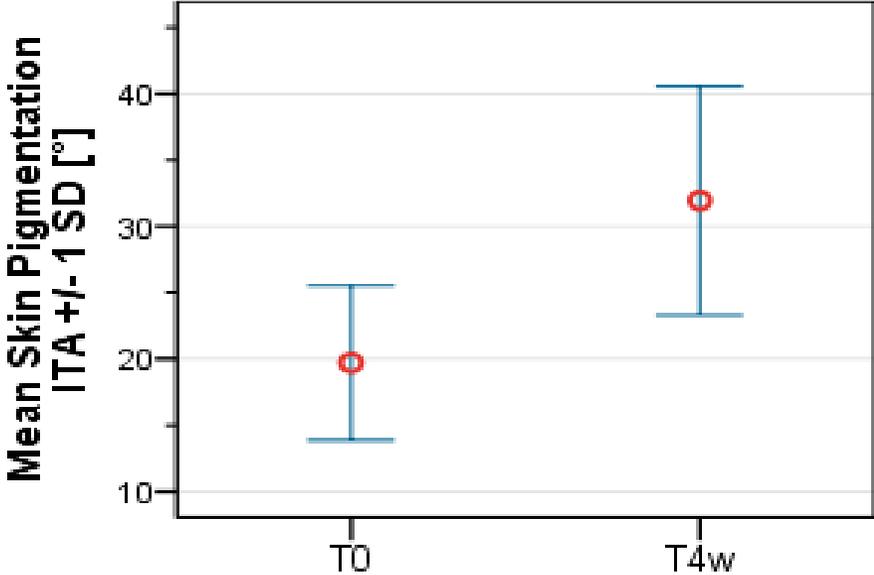
3. Age spots are called Lentigines seniles or Lentigines solares. They are dark blemishes on the skin associated with aging and exposure to ultraviolet radiation from the sun.

- The skin color pigment, melanin, is responsible for the occurrence of age spots.
- This pigment is distributed irregularly when age spots are visible.
- Age spots range in color from light brown to red or black, on areas most exposed to the sun, particularly on hands, arms, shoulders and the face.
- Nearly 90% of all people older than 60 years have age spots on their skin.

How are age spots or discoloration measured?

- The spectrophotometer CM 700d (company Konika Minolta Sensing) allows high-precision measurements using standard illuminate (CIE-Standardized light type C).
- A sensor cell measures the spectral reflection for different wave lengths or a narrow range of wavelengths of the object evaluated.
- A minicomputer of the spectrophotometer uses these reflection data to calculate the standard color values enabling the numerical depiction of the results.
- After measurement of the reflected colors an ITA° value is established on the dark area.
- **A bleaching or lightening effect is characterized by an increased ITA° value.**

20 Subjects Applying Lamiderm Apex Serum in the Morning and Before bed for 4 weeks Showed an Averaged Reduction in Dark Spots by 68.61% which was a Highly Statistically Significant Reduction ($p < 0.001$) in Pigmentation as Measured by an Increase in ITA°



- **Lamiderm Apex Serum was Awarded the 5 Star Guarantee Seal from Dermatest.**
- **Studies with this award go far beyond the determination of skin irritations and allergies.**
- **Complex time scheduling and test persons' requirements are part of the standard**
- **Measurements are taken of different physiological skin parameters.**
- **Product effectiveness, skin improvement, safety, and tolerance are examined on a long-term basis.**

Features of a 5-Star-Guaranteed study:

- 20 test subjects, long term study – 4 weeks-skin type, age, and appearance of wrinkles selected for a clinical study.
- Application of product to skin areas such as face, feet, and arms.
- Measurement of physiological skin parameters must be evaluated to show effectivity of product such as elasticity, wrinkle depth, & dark spot reduction.
- Questionnaires are given for the evaluation of subjective experiences or product features.
- Product is clinically evaluated by Medical Dermatologists and Allergologists.
- Final patch test required



5-star-guarantee.de

CLINICALLY TESTED

Summary of Dermatest study of 20 subjects applying Lamiderm Apex twice daily showed:

1. Wrinkle depth was reduced by 31.77% which was evaluated as a **highly significant** change due to Lamiderm application.
2. Elasticity values of the skin improved by 14.63% which was evaluated as a **highly significant** change due to Lamiderm application.
3. Brightening of dark areas and fading of age spots improved by an average of 68% which was evaluated as a **highly significant** change due to Lamiderm application.
4. All parameters showed highly statistically significant changes!

5. Do not observe in literature effectiveness to **all three** of these physiologically improved skin parameters in one product.

6. Highly statistically significant changes ($p < 0.001$) for each of these 3 parameters is the strongest scientific observation available to prove that Lamiderm improved elasticity (firmness or tightness), reduced wrinkle depth, and reduced dark age spots.

7. Dermatest gave the 5 Star Guarantee Excellent Rating to Lamiderm Apex Serum formulated by LifePharm Inc.

8. There were no complaints from the subjects about side effects, break-outs or other reactions to the product.

9. Dermatest prepared 35 page safety report meeting criteria for safety of EU.

10. Cosmetic ingredients were carefully researched and formulated over a period of almost 2 years.

- Lamiderm Apex Serum was finalized using extracts of Alpine flowering plants for their ability to fade dark spots.**
- A proprietary fruit blend with powerful antioxidants shown to support skin cell repair was added.**
- The proprietary LifePharm egg extract shown was shown in recent studies with skin cells to contain growth factors that enhanced collagen, elastin and fibronectin fiber production.**
- The LP egg also contains Lysyl oxidase which strengthens and elongates these skin fibers in living skin cell cultures.**

**11. Formula created from the best of natures' ingredients,
performed even better than expected**

LP egg extract and the concentrated blend of ingredients carefully selected.