

CLINICALLY
DEMONSTRATED

- WRINKLE REDUCTION
- HYDRATION
- RADIANCE ENHANCEMENT



A BRIGHT FUTURE FOR CERAMIDE SUPPLEMENTS IN THE USA

Growth in the US Market can catch up with that of the rest of the world!

"Why Ceramides are 2017's Hottest Beauty-from-Within Ingredient."

"Ceramides are the New Buzz Ingredient in Skincare."

"The 8 Newest Skin-Care Secrets of 2017."

2014 global sales of ceramides approached \$240 million, a figure that is expected to exceed **\$360 million by 2022**, for a CAGR of 5.2%*

Anti-aging is the prominent claim in skin care industry

Nutricosmetics market will expand to **\$7.4 billion** by 2020**

United States is the fastest-growing market, expanding at a CAGR of **11.2%** through **2020**

Hydration is still hot: compared to the same period five years ago, the number of products making a

hydration claim is up **270%**

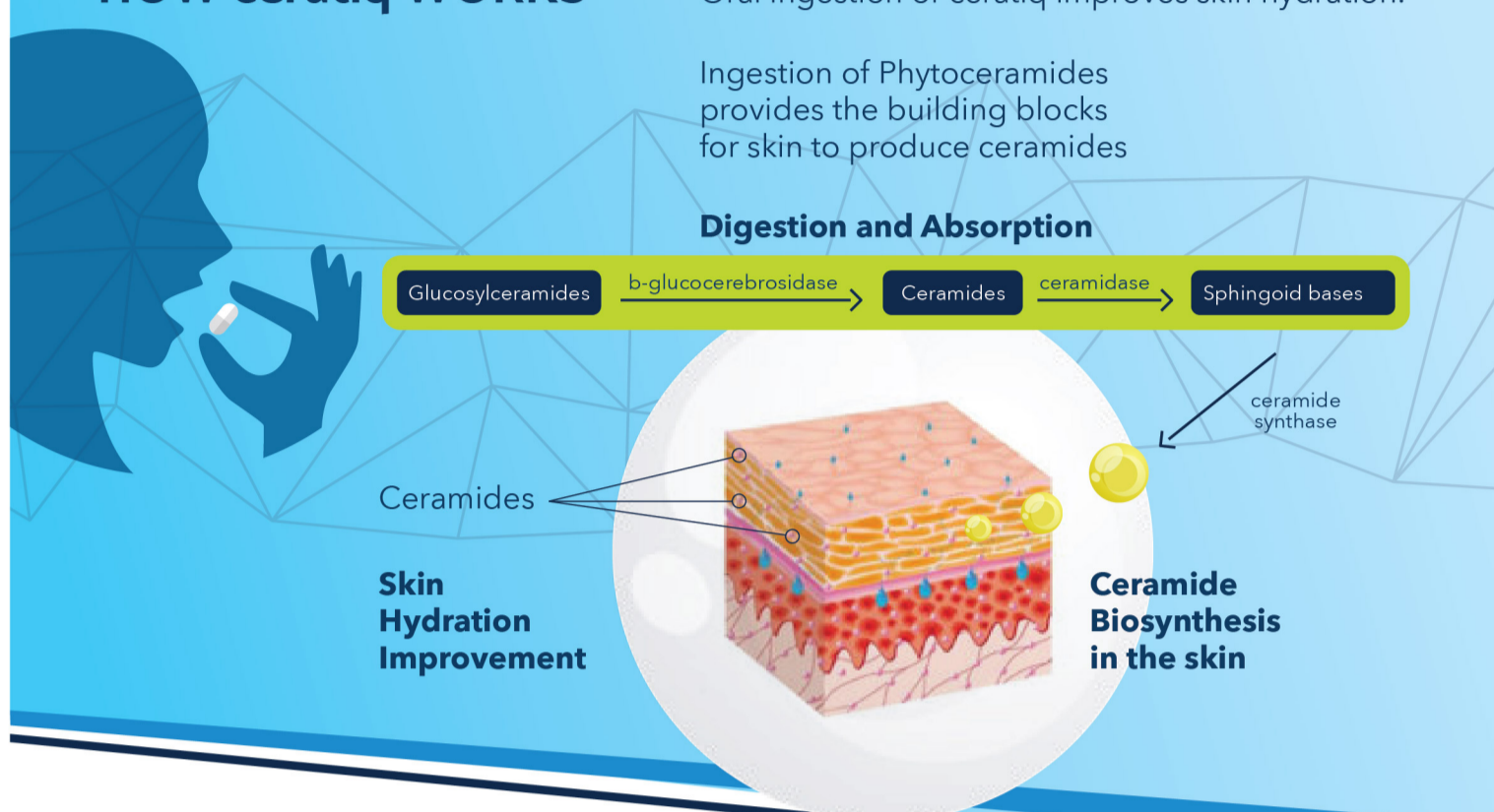
* Grand View Market Research, Topical and non-topical ceramides
** According to Global Industry Analysts (GIA)

HOW ceratiq WORKS

Oral ingestion of ceratiq improves skin hydration.

Ingestion of Phytoceramides provides the building blocks for skin to produce ceramides

Digestion and Absorption



HYDRATION RESULTS

Hydration of Skin on Legs via Corneometry

DURING 12 WEEKS OF SUPPLEMENTATION ceratiq was significantly better at improving skin hydration than Placebo starting at week 4

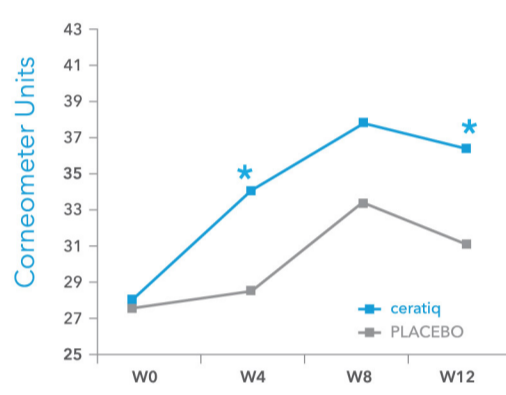
POST-SUPPLEMENTATION EFFICACY The effects of ceratiq on skin hydration are maintained

CERATIQ INCREASED HYDRATION IN:

75% of women from week 4

90% of women at week 12

HYDRATING EFFECT OF ceratiq VS. PLACEBO



VISIBLE WRINKLE REDUCTION RESULTS

Lemperle Scale to assess Wrinkles around the eye (crow's feet)

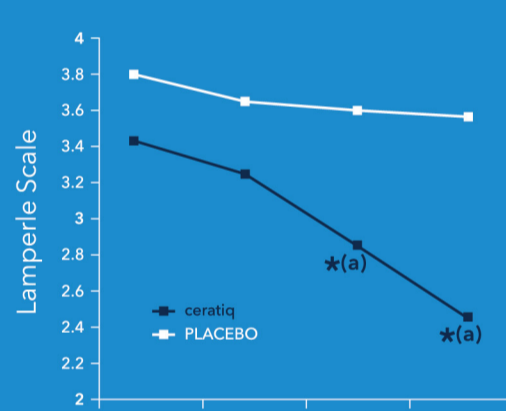
DURING 12 WEEKS OF SUPPLEMENTATION ceratiq was significantly better at reducing the appearance of wrinkles, starting at week 8

POST-SUPPLEMENTATION EFFICACY The effects of ceratiq on wrinkle appearance remained to the final assessment at week 20

VISIBLE REDUCTION OF WRINKLES:

88% of women after week 12

REDUCED WRINKLE APPEARANCE WITH ceratiq VS. PLACEBO



VISIBLE WRINKLE REDUCTION OBSERVED

- AFTER 8 WEEKS**
- Wrinkles are visibly reduced
 - Lemperle score changed from 3.5 to 1
 - Skin hydration is increased
 - Corneometer reading increased from 41.70 to 67.17
 - Radiance and dullness are both improved



Clinical results that can build trust with consumers

Subject #39
53 years old

COMPELLING FRONT OF LABEL MESSAGING



3X reduction in wrinkle visibility

2.75x improvement in facial hydration

3 Lines of Evidence:

- Experiential
- Objective
- Dermatological/Clinical

Wrinkle reduction as early as **8 weeks**

Hydration as early as **4 weeks**

WHY YOU CAN BUILD YOUR BRANDS ON ceratiq

- NEW DIETARY INGREDIENT (NDI)**
 - March 2010: NDI from FDA
 - Helps maintain healthy skin hydration
- INGREDIENT ASSAY**
 - Verified analytical methods demonstrate quantity of actives
- CLINICAL TRIALS**
 - ceratiq has the only quality clinical trials of any phytoceramide ingredient on the market today
- TRANSPARENCY AND TRUST**
 - Strong body of science
 - Guaranteed supply chain
 - Commitment to consumers