

SKINCERITY® HISTORY AND SCIENCE

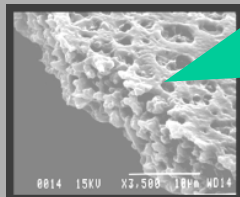
Skincerity is an authentic medical breakthrough that can be used alone or with your favorite nighttime products.

The cornerstone science of Skincerity is a revolutionary breathable polymer skin barrier that makes topical drugs more effective.

This unique skin coating formulation was engineered by Biomedical Development Corporation and has been validated in dermatologic research studies supported by the National Institutes of Health.

The evolution of Biomedical's pioneering science is Skincerity, which uses the same skin coating foundation to make dramatic improvements in the way your skin looks and feels.

The breathable barrier actually mimics the skin. The micro-porous film works while you sleep to hold in the skin's natural moisture and and simultaneously allow the skin to breathe.

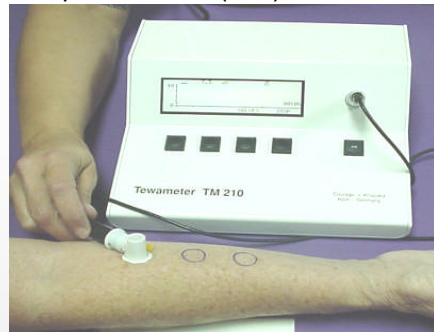


Microscopic View Shows that the Barrier Mimics the Skin... Holding in Vital Moisture and Allowing the Skin to Breathe

The design of the coating technology also amplifies the delivery of anti-aging nutrients and antioxidants

Skincerity is the perfect instrument to save the skin's natural moisture and reduce the appearance of wrinkles. It also works on dry, damaged skin, acne, rashes, scars, and insect bites.

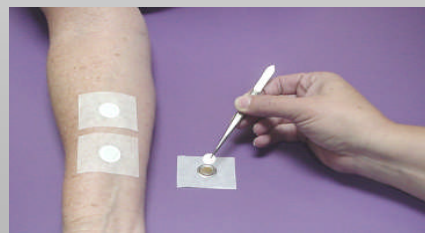
Transepidermal water loss (TEWL) recorded



PRODUCT TESTING

The Skincerity technology has been extensively tested by world-renowned dermatologists at leading University Medical Centers to determine product effectiveness and verify product safety.

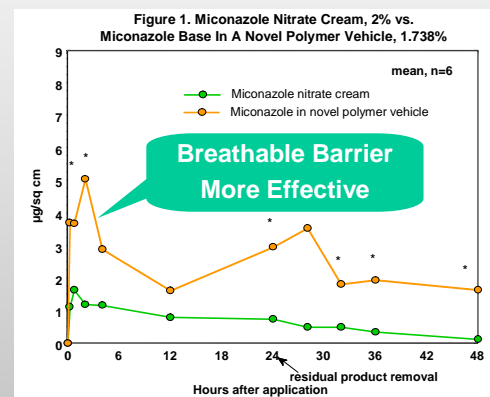
✓ **Product Safety** – An FDA-recommended test verified that the barrier technology is safe and causes no irritation to the skin. This clinical study was initiated and completed under grants from the *National Institutes of Health (SBIR No. AR44435)* to determine if the skin coating caused adverse skin irritation.



Another study initiated by the NIH proved that the barrier technology can act as a barrier to irritants that cause contact dermatitis. When applied to irritated skin, the coating has the affect of improving skin function.

VALIDATION

✓ **Enhances Other Products** – Because Skincerity's barrier technology was developed as a drug delivery platform, it can be used effectively alone or with other products. It actually intensifies the delivery of other product's nutrients and antioxidants to the skin. The efficacy was validated in a Department of Dermatology, University of Utah School of Medicine, clinical study. The study was initiated and completed under grants from the *National Institutes of Health (SBIR No. I041777).*

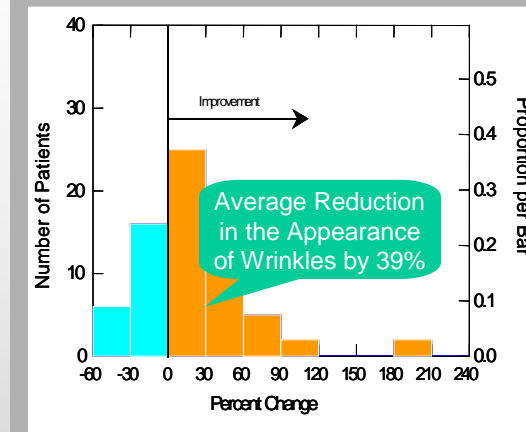


The objective of the research was to compare the barrier technology with *Miconazole* against an over-the-counter *Miconazole Nitrate* cream.

Data from the study showed conclusively that the barrier formulation was substantially more effective in delivering a higher drug content into the skin.

This study suggests that using Skincerity with a favorite nighttime product (such as a moisturizer) can make the additional product even more effective.

✓ **Visible Improvement** – Skincerity makes a genuine difference in the appearance of wrinkles (skin texture). Using the barrier technology with vitamin E, a clinical study on hands was initiated with sixty-six women and one man to determine effectiveness.



Quantitative results evaluated by the University of Texas Health Science Center at San Antonio, Texas, indicated that 67% of all people using Skincerity experienced an average reduction in the appearance of wrinkles by 39% with some improving as much as 200%.

The outcome of the study was so dramatic that the results were published and presented to dermatologists at the 2005 American Academy of Dermatology annual meeting in New Orleans.