

INGENIOUS

INGENIOUS BEAUTY DOUBLE BLIND PLACEBO CONTROLLED TRIAL AN3471



CUTEST
THE SKIN SPECIALISTS

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HOW COLLAGEN AFFECTS SKIN AGEING

After the age of 25, we lose 1.5% of our collagen every year. Signs of ageing caused by collagen reduction are connected with skin density and structure:

- Loss of elasticity
- Fine lines and wrinkles
- Lack of firmness and loss of hydration, which is a combination of collagen and Hyaluronic Acid (HA) that sits in the structure provided by the collagen.

Traditional anti-aging methods are topical or invasive.

Maintaining and replenishing collagen and HA stores from within can help improve the appearance of the skin.

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HOW DOES INGESTING A COLLAGEN SUPPLEMENT HELP COMBAT THESE SIGNS?

How collagen works is still an area for research, and there are currently two competing hypotheses:

- It supports the initial synthesis of new collagen by allowing the production of prototype-collagens.
- The collagen peptide particles act as a signalling mechanism that kick starts the body into making collagen.

And it may be a combination of both.

- Collagen peptide supplements can help replenish collagen stores; however, despite what many claim all collagen supplements – liquid, powder, capsules or tablets – are degraded by the digestive action of the stomach before the collagen peptide is absorbed. That is until Ingenious Beauty arrived!

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WHAT IS INGENIOUS, AND HOW IS IT DIFFERENT?

Ingenious Beauty's patented, 100% natural cellulose enteric capsule is protected from destructive juices in the stomach and dissolves in the small intestine, the site of maximum absorption. Here it delivers a targeted quantity of the finest marine collagen peptide, sourced for its low molecular weight at less than 2,000 Dalton which is easier for the body to absorb. No other collagen supplement does this.

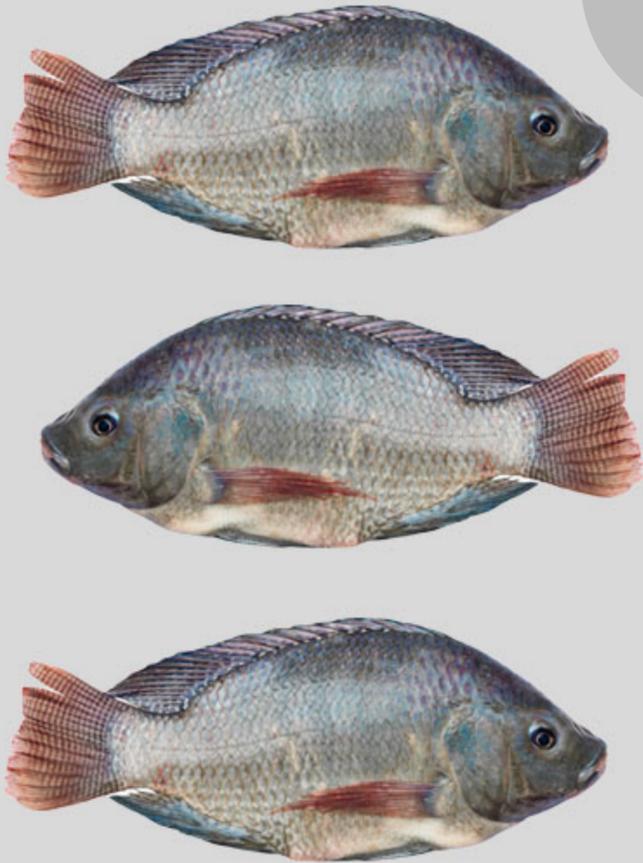
“OUR ENTERIC
CAPSULE
PROTECTS THE
COLLAGEN”



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THE POWER OF THREE INGREDIENTS

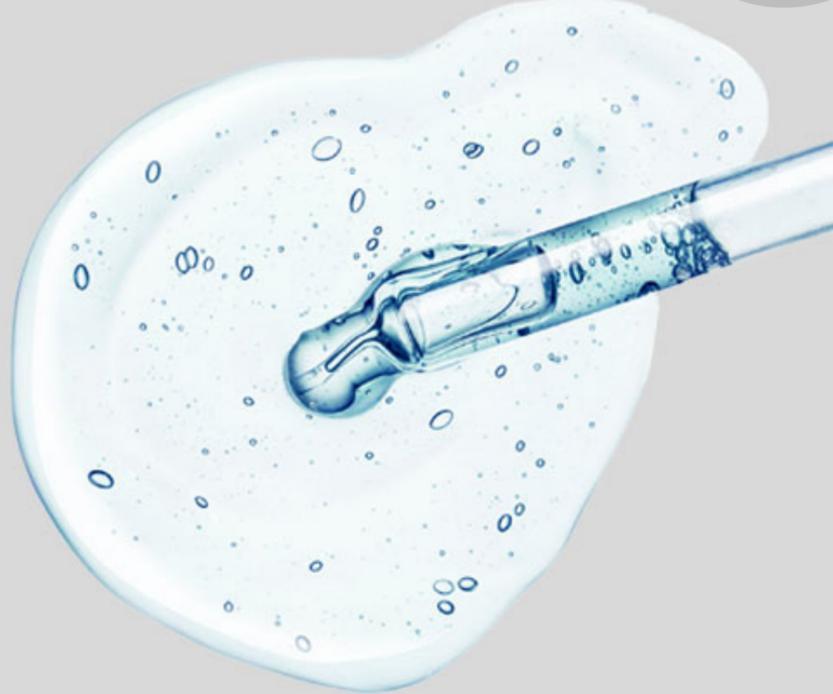
1



COLLAGEN

This panel features three fish, likely Nile tilapia, arranged vertically. A large white number '1' is positioned in the top right corner of the panel. Below the fish, the word 'COLLAGEN' is written in a clean, sans-serif font.

2



HYALURONIC ACID (HA)

This panel shows a glass pipette with a blue liquid being dispensed into a white petri dish. The liquid in the dish is light blue and contains many small, clear bubbles. A large white number '2' is in the top right corner. Below the image, the text 'HYALURONIC ACID (HA)' is displayed.

3

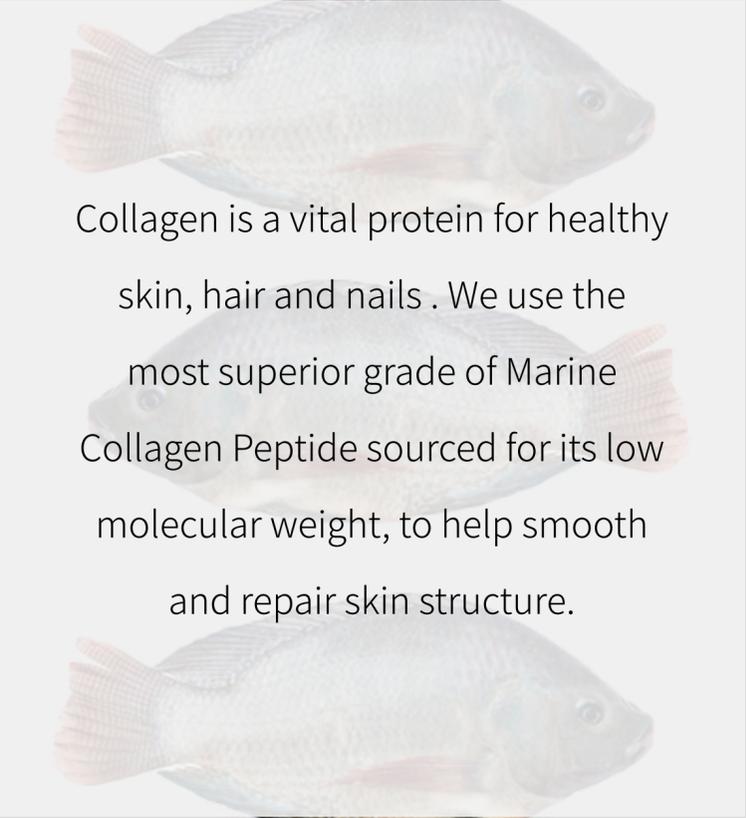


ASTAXANTHIN

This panel displays a large, vibrant pile of red seaweed, possibly a type of red alga, against a light grey background. A large white number '3' is in the top right corner. Below the seaweed, the word 'ASTAXANTHIN' is written in a clean, sans-serif font.

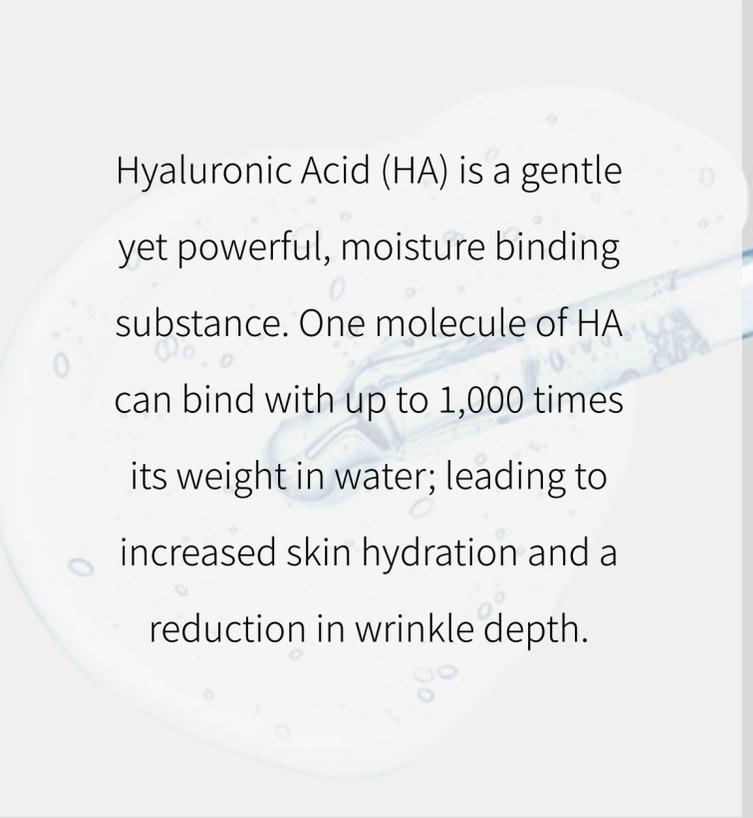
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THE POWER OF THREE INGREDIENTS



Collagen is a vital protein for healthy skin, hair and nails . We use the most superior grade of Marine Collagen Peptide sourced for its low molecular weight, to help smooth and repair skin structure.

COLLAGEN



Hyaluronic Acid (HA) is a gentle yet powerful, moisture binding substance. One molecule of HA can bind with up to 1,000 times its weight in water; leading to increased skin hydration and a reduction in wrinkle depth.

HYALURONIC ACID (HA)



Astaxanthin is an amazing antioxidant 6,000 times more potent than vitamin C . It has the ability to repair and protect your skin from UV damage, boost your immune system and aid muscle repair

ASTAXANTHIN

Ingenious Beauty’ s patented capsules contain a targeted quantity of the finest marine collagen peptide. The capsule is specifically designed to protect against breakdown in the stomach and to reach the small intestine where 90% of absorption occurs.



**INGENIOUS
INDEPENDENT
CLINICAL TRIAL RESULTS**

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Since its launch, Ingenious Beauty has won multiple awards and attracted glowing reviews from customers, beauty editors and influencers praising its effectiveness in treating visible signs of skin ageing.

We know the science works, but as scientists, we also know that a double blind placebo controlled trial is the only way a treatment can genuinely be said to be ‘proven effective’ and a properly designed and sufficiently large study of this type was the right way to proceed.

“THE RESULTS OF OUR STUDY ARE REMARKABLE, PROVING WITH ROBUST, DIRECT, SCIENTIFIC EVIDENCE THAT INGENIOUS BEAUTY REALLY WORKS.”

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INGENIOUS BEAUTY

DOUBLE BLIND

PLACEBO

CONTROLLED TRIAL

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- Undertaken by Cutest, the UK's leading dermatological testing organisation, this is the largest serious clinical trial on a collagen supplement.
- One hundred and sixteen (116) women were recruited from a broad age group (30 years to 60 years) and of various skin types.
- One hundred and seven (107) women completed the 12 week trial
- Half were given Ingenious Beauty, half were given a placebo.
- Importantly, in a double-blind study, neither participants nor researchers know who is receiving the treatment to prevent bias in research results.
- This is the 'gold standard' - the best and most reliable form of research - that provides direct evidence that a treatment genuinely works.

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DOUBLE BLIND

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- Our trial was consistent with the guidelines for phase I clinical trials published by the Association of the British Pharmaceutical Industry, such as any new drug would undergo

And as scientists and pharmacists, we know that the results

- we have seen in the Ingenious Beauty randomised trial would be extremely exciting in a similar drug trial.

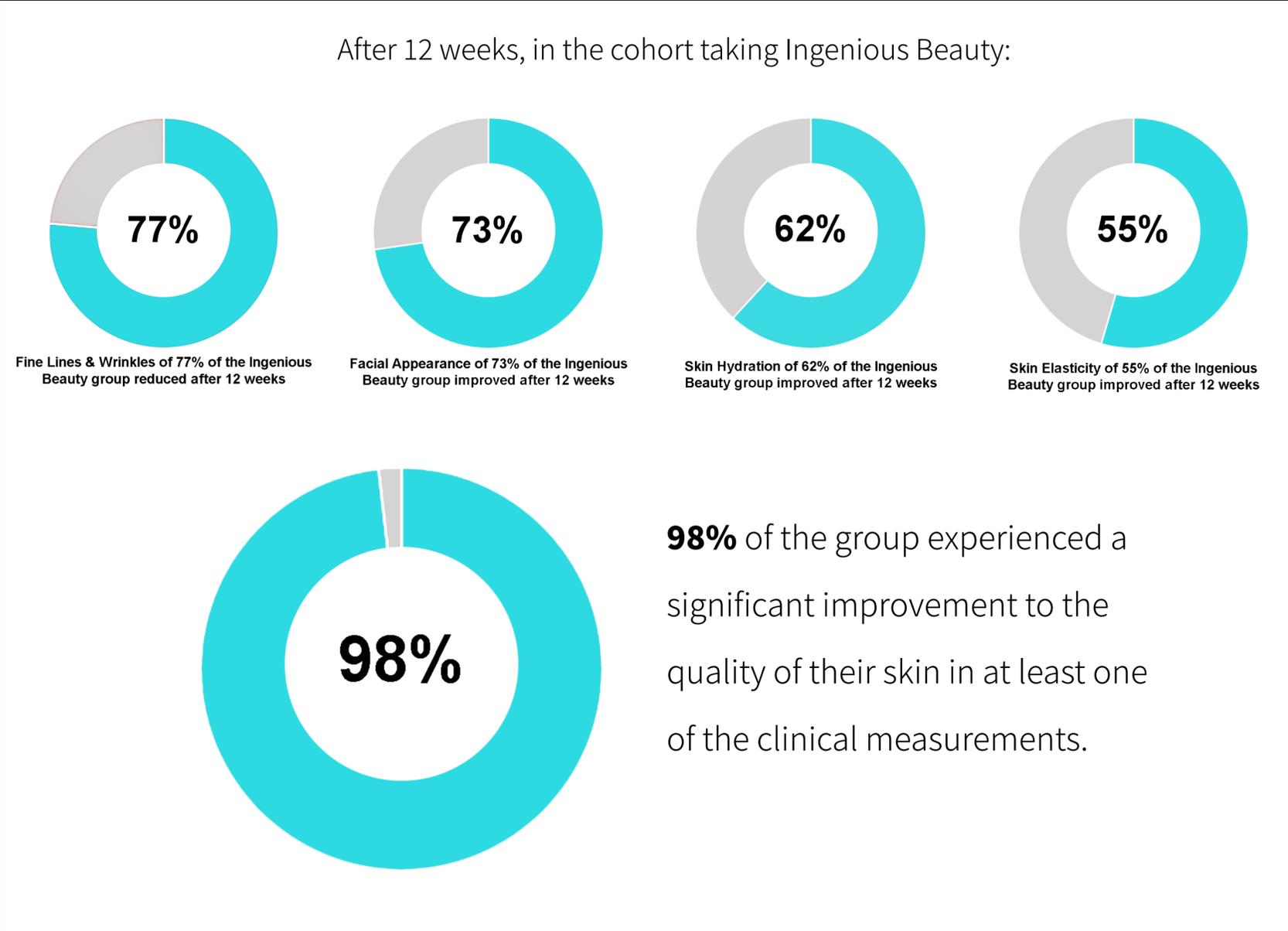
This is why we can be sure that Ingenious Beauty

- **really works.**

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OVERVIEW

The results of our study are remarkable, proving with robust, direct, scientific evidence that Ingenious Beauty really works. After 12 weeks, in the cohort taking Ingenious Beauty,



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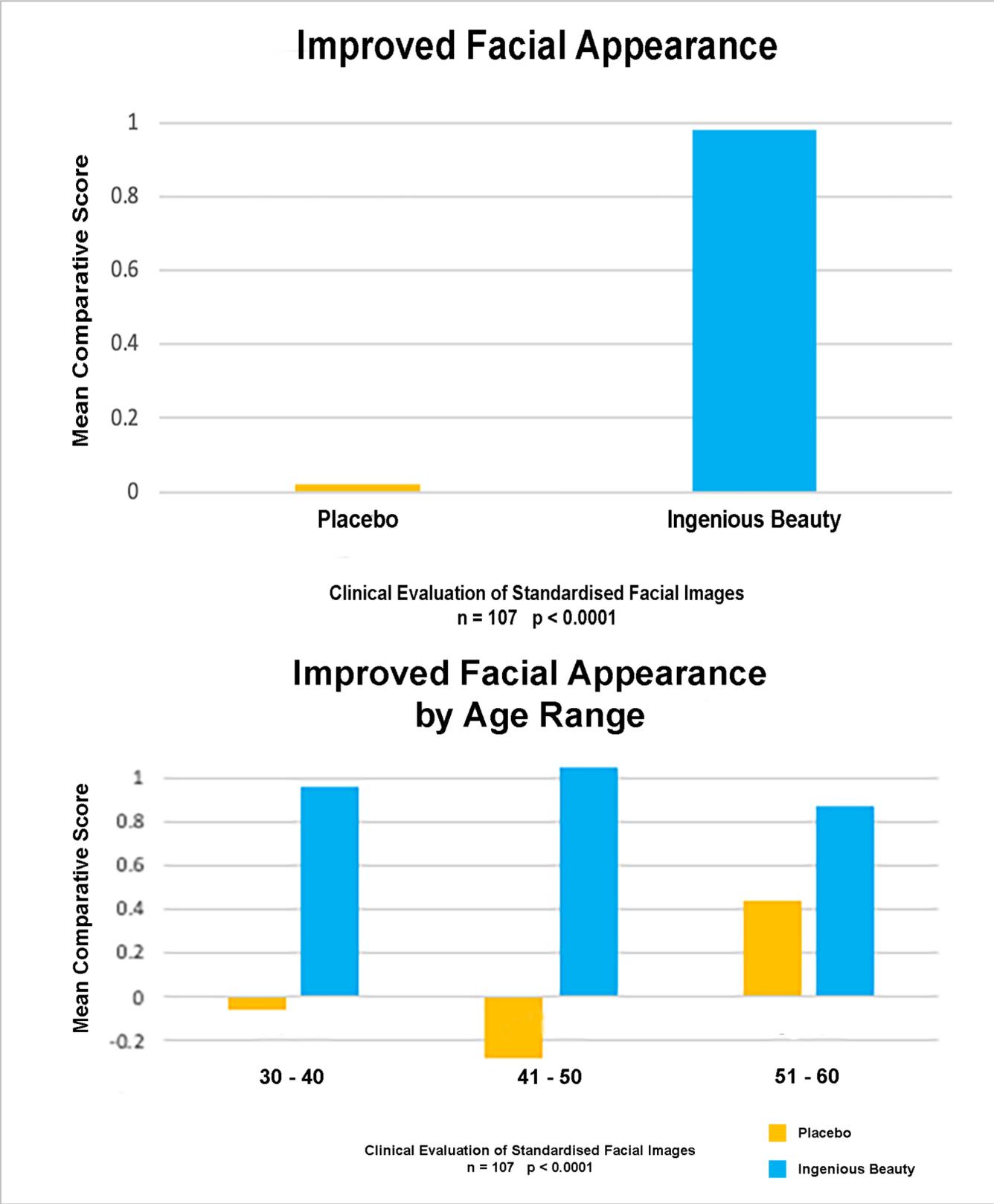
THE RESULTS

FACIAL APPEARANCE

After 12 weeks nearly three quarters of the Ingenious Beauty group showed a significant improvement in facial appearance. This was measured by blinded photographic comparison of the full face, using randomised before and after images. The improvement in the Ingenious Beauty group was particularly marked when compared with the placebo control group. Improvements were consistent across all ages ranges with the greatest gains compared to the placebo group occurring in the 41-50 age bracket.

THE PROCEDURE

Prior to each skin analysis, subjects' skin was cleansed of makeup and the volunteers were placed in a room with clinically-controlled temperature, humidity and lighting for 30 minutes to ensure consistent and accurate results. Photographs were taken using a Canfield Visia II under controlled conditions 12 weeks apart and analysed for facial features of ageing using the image analysis software. Images have not been filtered or altered.



INGENIOUS

BEFORE



AFTER



*Images presented as coded pairs for each subject

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BEFORE



AFTER

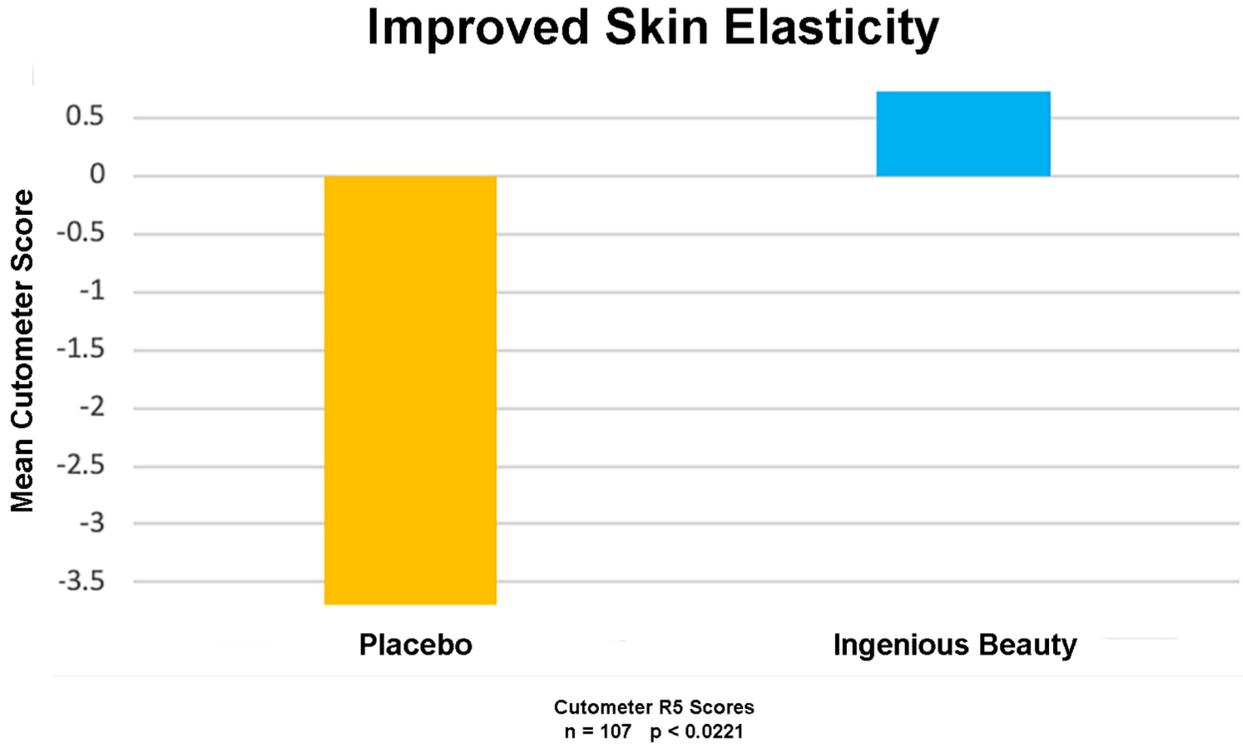
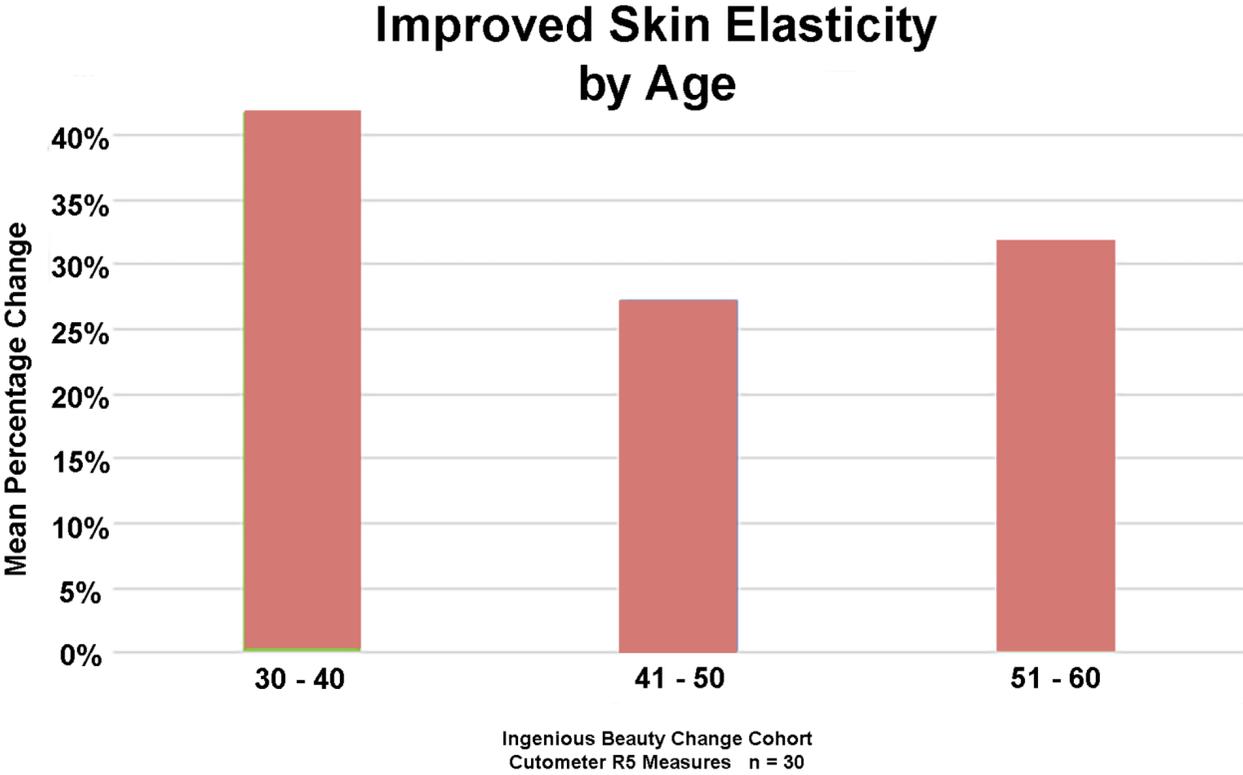


*Images presented as coded pairs for each subject

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SKIN ELASTICITY

After 12 weeks, over half of the Ingenious Beauty group showed a significant improvement in skin elasticity of up to 83%. The average skin elasticity improvement for this group was 33.9%. The improvements in the Ingenious Beauty cohort were particularly marked when compared to the placebo group who saw a decrease in skin elasticity. In the Ingenious Beauty group, the greatest elasticity gains were experienced by those aged 51-60 years. Skin elasticity was measured via a Cutometer taking both R5 and R7 measurements, which can be taken as an indication of underlying skin structural integrity.

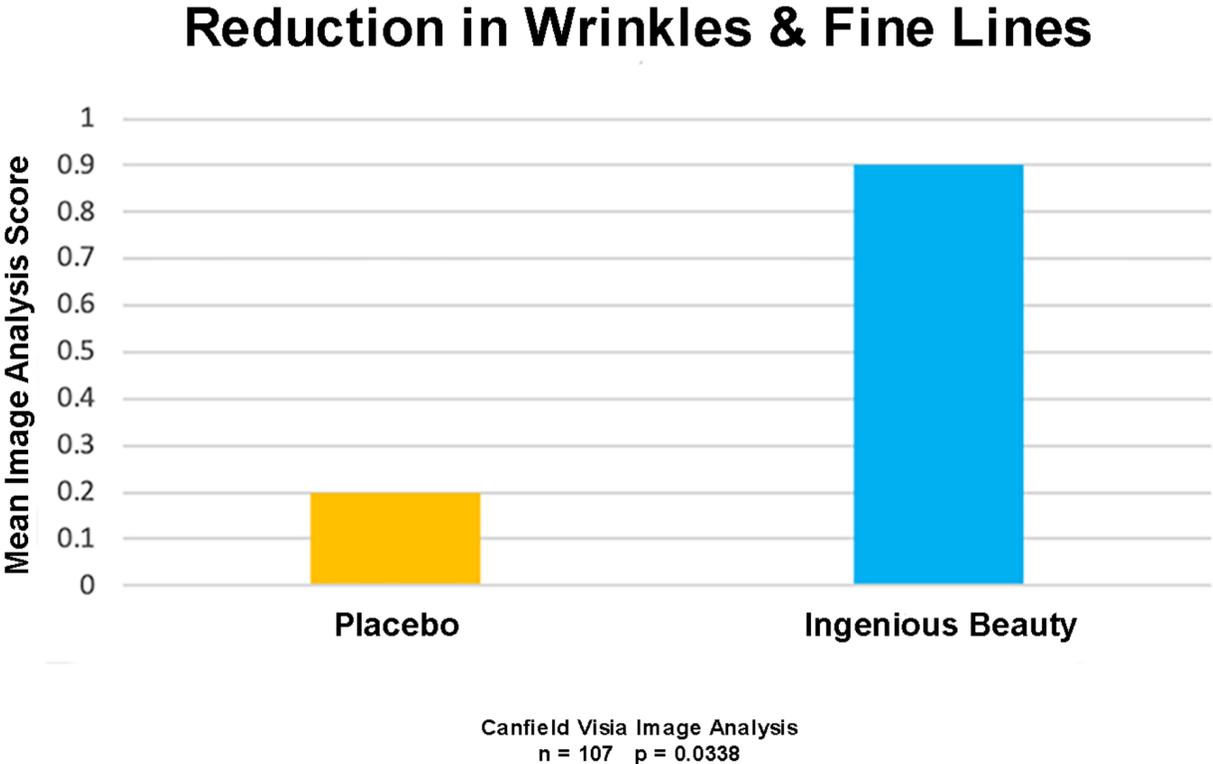
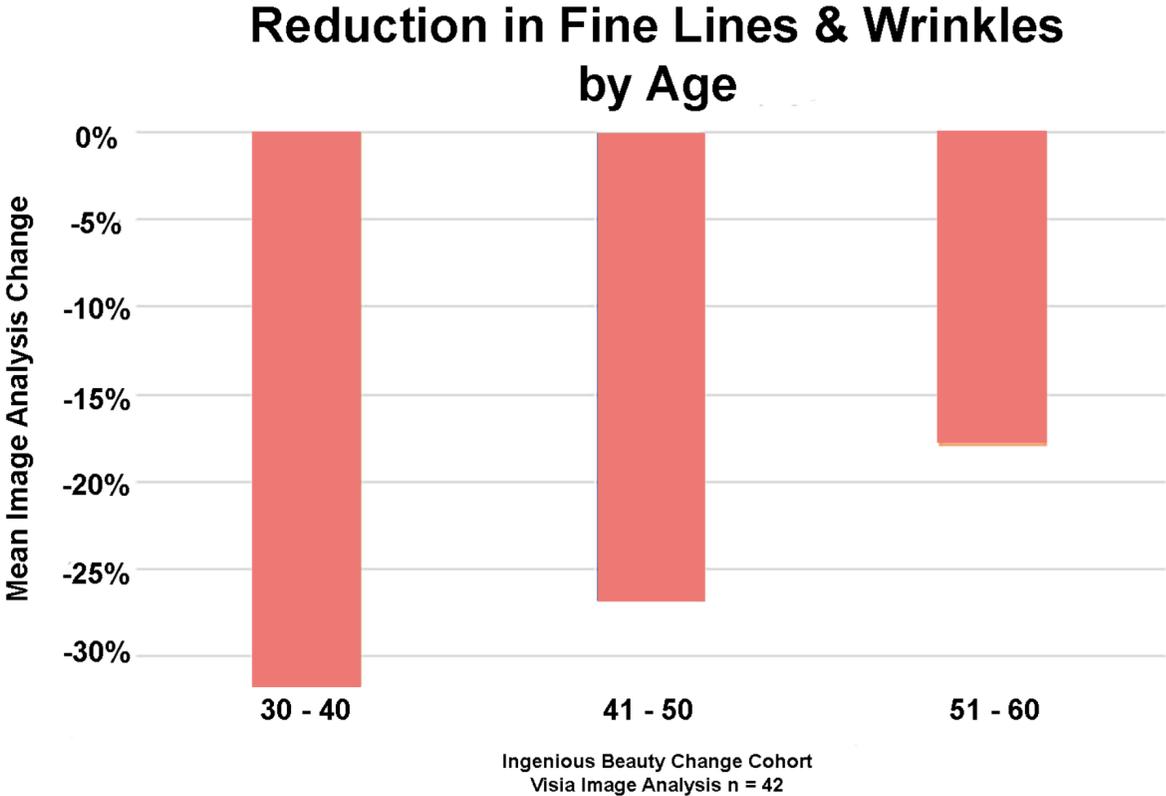


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FINE LINES & WRINKLES

After 12 weeks over three quarters of the Ingenious Beauty group showed a statistically significant reduction in fine lines & wrinkles of up to 85%. The average wrinkle reduction in this group was 26.5%. The largest overall wrinkle reduction occurring in the 30-40 age bracket.

The levels of fine lines & wrinkles were determined using Canfield Visia image analysis. Canfield Visia captures standardized facial images. VISIA's multi-point positioning system and live image overlay capture perfectly registered images to document progress over time. Rotating capture module captures left, right and frontal facial views.

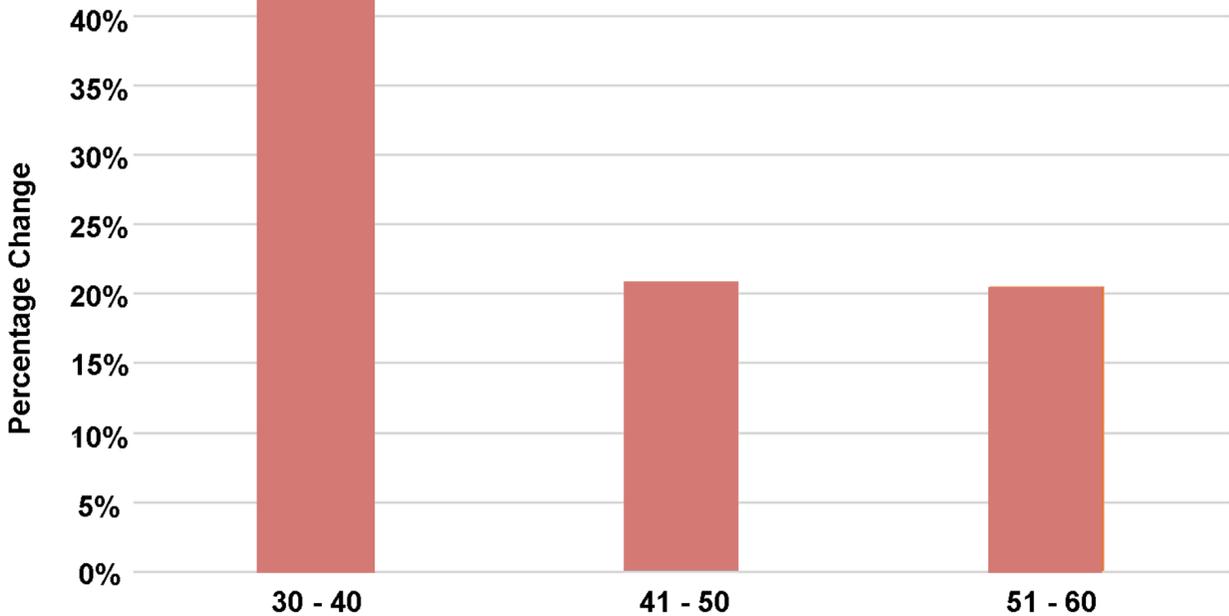


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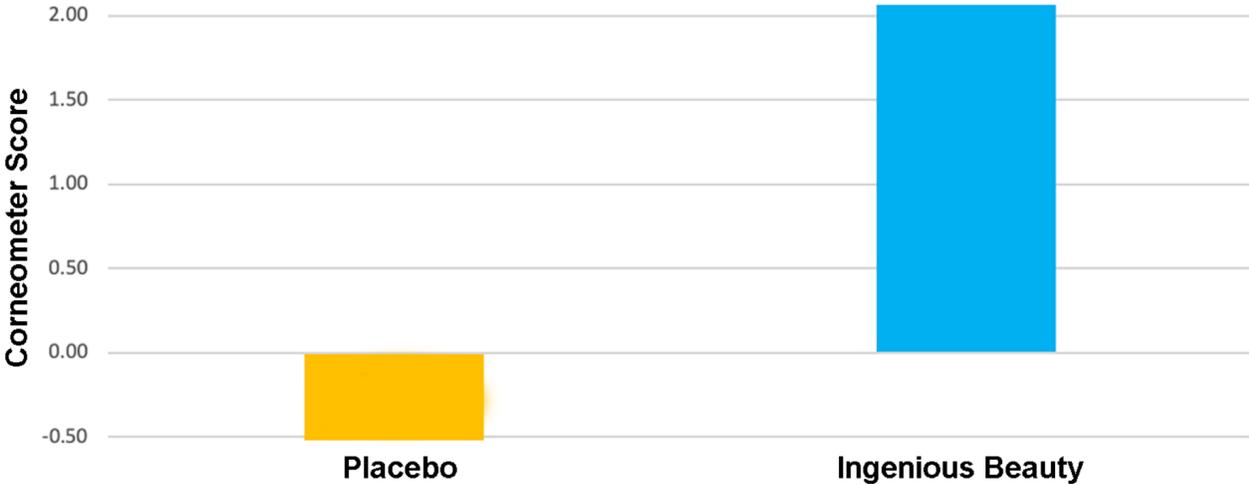
SKIN HYDRATION

After 12 weeks, nearly two thirds of the Ingenious Beauty group showed improved levels of skin hydration of up 79.6%. The average hydration improvement for this group was 29.8%. This is especially marked compared to the placebo group whose hydration levels fell. In the Ingenious Beauty cohort the most dramatic hydration gains were experienced by those aged between thirty and forty years. Skin hydration was measured via a Corneometer. The measurements were taken from the opposite side of the face to the skin elasticity measurements in the cheek area between the jawline and ear.

Improved Skin Hydration by Age



Improved Skin Hydration



Corneometer Hydration Analysis
n = 107 p = 0.3751

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CONCLUSION

Independently tested in a double blind, placebo controlled randomised trial - the best and most reliable form of research that provides direct evidence that a treatment genuinely works - Ingenious Beauty has been scientifically proven to reduce wrinkles in 77% of women by up to 85%.

‘The results of this independently conducted clinical study were remarkable and plain to see -the science is clearly working.’ Professor Luigi Martini, FRPharmS, Professor of Pharmaceutical Innovation at King’ s College London

‘Cutest Systems Ltd conducted this rigorous placebo controlled double blind study entirely independently. Our data clearly show that regular use of the Ingenious Beauty product produces significant improvements in several aspects of skin condition and that the benefits are visible to others.’ Stewart Long CEO, Cutest Systems Ltd.

“
INGENIOUS
SUPPLEMENTS
PROVEN TO
MAKE A REAL
DIFFERENCE TO
THE WAY YOU
LOOK AND FEEL
”



Discover the full range at www.feelingenious.com