

Tru Body
Wellness™
PRIVATE LABEL SUPPLEMENTS™



CERAMIDE-PCD® RICE CERAMIDES

THE **NUMBER ONE** INGREDIENT FOR
HEALTHIER, HYDRATED YOUTHFUL SKIN®

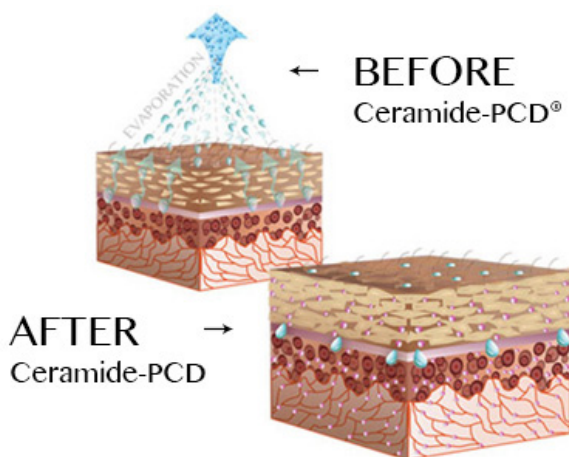
Water - the Number One Nutrient for Skin

Water is the number one nutrient for the skin. More moisturizers are sold than any other beauty product, and for good reason. Water is the key to healthy skin. With properly hydrated skin, not only is your skin healthier, it also look smoother, fine lines and wrinkles disappear, it becomes more elastic and roughness diminishes.

Ceramide-PCD® Rice Ceramides

The most effective source of phytoceramides

- Highly concentrated source of **glucosylceramides** – the most tested ceramide for beautiful skin
- Formulated on a cyclodextrin carrier – **increasing absorption** by a factor of 5X⁽¹⁾
- Contains up to **10X the plant sterol β -sitosterol-3-O-glucoside (β -SG)** than wheat based ceramides, which was shown to positively affect the natural synthesis of 2 or more different ceramides in the skin (**patent pending**)
- **Proven** – sold in Japan since 2001!
- Naturally wheat free, gluten free, and vegan
- **Protects the skins collagen** by inhibiting collagen destroying enzymes elastase, collagenase, and tyrosinase



Phytoceramides

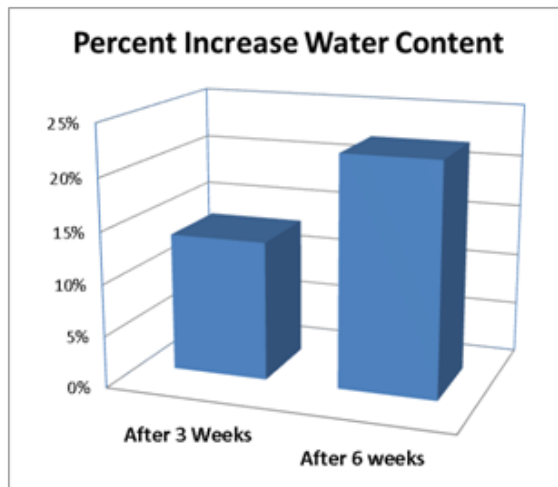
How They Work

The outer layer of your skin is made up of skin cells and connecting lipids. Think of the skin cells as the bricks and the lipids as the mortar. When the lipids—which are made up of over 40% ceramides—break down, the skin barrier is compromised and moisture is lost. It has been shown that we constantly lose ceramides as we age⁽²⁾. Worse yet, most foods we eat do not contain ceramides, and the only way to fight this aging process is to supplement with phytoceramides from plants.

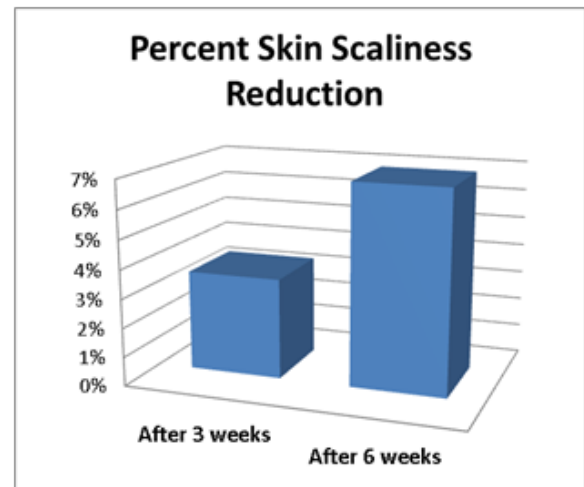
Clinically Proven Ceramide-PCD[®] Rice Ceramides

Ceramide-PCD from rice has been clinically tested in double blind trials to restore these ceramides and rebuild the outer skin layer, increasing the skins ability to retain moisture while improving skin smoothness is as little as 3 weeks. It also results in an improved barrier for toxins and other harmful substances from entering the body.

Ceramide-PCD Moisturizing Effect

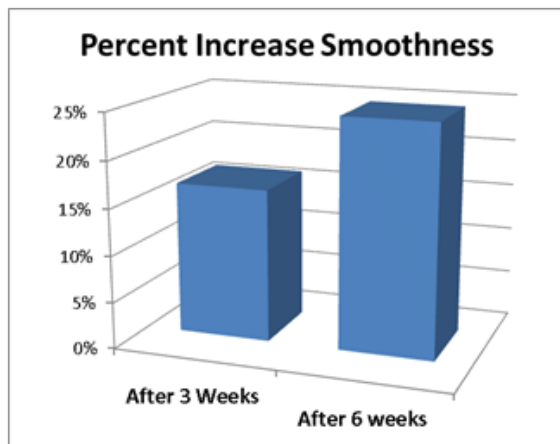


Increased skin **water content** 13% in 3 weeks and 22% in 6 weeks⁽³⁾

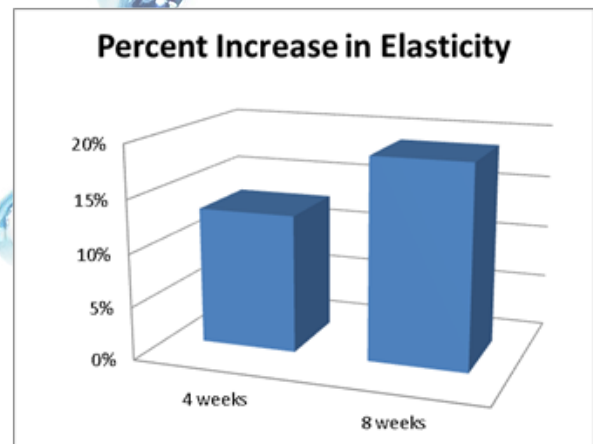


Improved (reduced) **scaliness** by 3% after 3 weeks and 7% after 6 weeks⁽³⁾

Rice Ceramides anti-aging effect

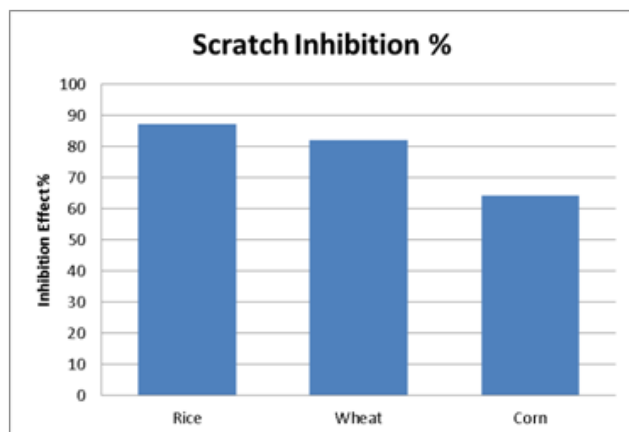


Increased **skin smoothness** 16% in 3 weeks and 25% in 6 weeks⁽³⁾

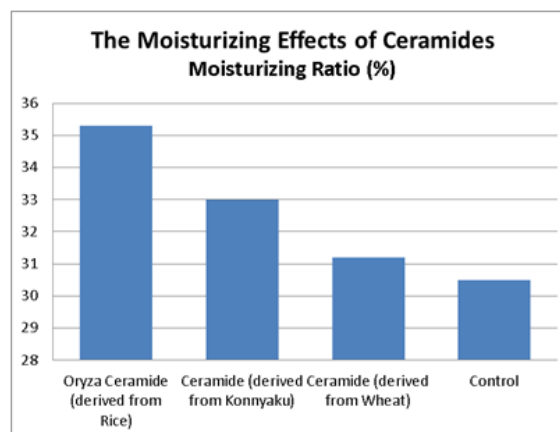


Increased **skin elasticity** of 13% at 4 weeks and 19% over 8 weeks⁽⁴⁾

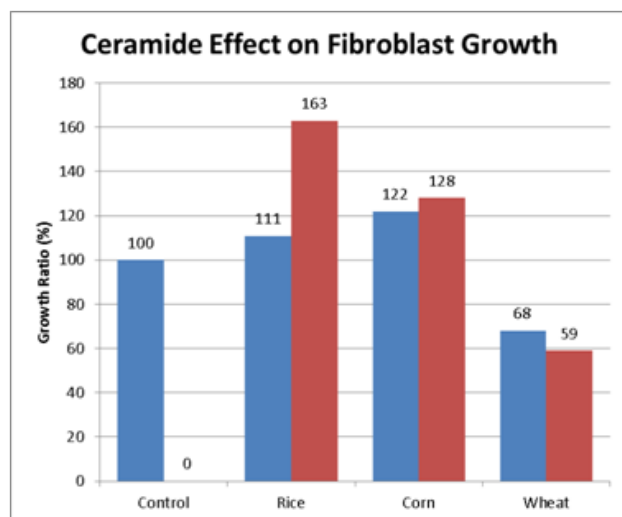
Ceramide-PCD® and rice based ceramides are superior to all other plant based ceramides in



Anti-inflammation and itching⁽⁵⁾



Moisturizing Effect⁽⁶⁾



Fibroblast skin cell growth⁽⁷⁾

1. Effect of cyclodextrins on the solubilization of lignoric acid, ceramide, and cerebrosides, and on enzymatic reactions involving these compounds. Iderjut Singh and YasuoKishimoto
2. Decreased level of ceramides in stratum corneum of atopic dermatitis: An etiologic factor in atopic dry skin? Imokawa et al.
3. Clinical Investigation of skin-beautifying effect of a beauty supplement containing rice-derived ceramide. Oryza Oil and Fat Chemical Company, Institute of General Medical Science Japan
4. Double-blind study on effects of glucosylceramide in beet extract on skin elasticity and fibronectin production in human dermal fibroblasts Mio Hori et al.
5. Scratching behavior induced pruritogenic but not algisiogenic agents in mice. Kuraishi Y., et al.
6. Evaluation of skin-moisturizing effects of oral or percutaneous use of plan ceramides. Asai S, Miyachi H.
7. Role of ceramide in mitogenesis induced by exogenous sphingoid bases. Hauser J.M., et al.

Accept no substitutes!

Ceramide-PCD is the only proven, clinically backed rice ceramide available on the market today. At just 40 mg a day, it is the proven superior choice for healthier, hydrated, smooth skin.

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