

**Lipowheat**<sup>®</sup>  
PHYTOCERAMIDES



## HELPS HYDRATE SKIN, FIGHTS SIGNS OF AGING, LEAVES SKIN SOFT AND SUPPLE

- New Dietary Ingredient (NDI)  
"Helps Maintain Healthy Skin"
- Three oral clinical studies
- Patented
- Protects fibroblasts – the skin's  
treasure cells
- Topical and oral formulations
- All natural ceramides

Lipowheat<sup>®</sup> a natural, vegetarian source of ceramides, is a class of lipids which are the skin's natural sealant. Lipowheat ceramides help prevent the loss of skin moisture and provide a rich and youthful glow. Patented and backed by three clinical studies, Lipowheat's NDI status has the claim "Helps maintain healthy skin hydration".

With aging, stress, poor nutrition and environmental exposure, the protective skin barrier is increasingly compromised. Deficiency of ceramides in the protective skin layer may contribute to dry, flaky and itchy skin.

By improving skin hydration and integrity, ceramides may protect the skin's fibroblasts or "treasure cells" and enhance the skin's appearance. Lipowheat natural ceramides may also nourish hair follicles by supporting the function of follicular fibroblasts.



# CERAMIDES HELP PREVENT THE LOSS OF SKIN MOISTURE



**Use:** Oral and topical

**Recommended dose: ORAL**

350 mg oil; 200 mg cosmetic powder;  
1.75 g water-soluble powder 20%

**Recommended concentration: TOPICAL**

1-2% for oil and cosmetic powder

**Description:** Lipowheat is an all natural vegetable extract providing ceramides for oral and topical use to support integrity of the skin surface against environmental factors, age-related deterioration and to maintain proper hydration and elasticity of skin. The stratum corneum is the outer layer of skin composed of keratinized, fused, flat cells that are bound together by lipids. Among these lipids, cholesterol, free fatty acids and ceramides (sphingolipids) each found in the intercellular cement and squalene found in the hydrophilic film, play a major role in skin hydration and overall health of the skin<sup>1,2,3</sup>.

**Properties:**

- Lipowheat restores skin barrier function securing a healthy hydration mechanism.
- Ensures cell cohesion and facilitates physiological cell proliferation and differentiation.
- Maintains protective composition of the stratum corneum in aging skin.
- Maintains optimal skin lipid concentration during winter preventing skin dryness.
- Lipowheat protects skin "treasure cells" fibroblasts, maintaining production of collagen and elastin and longevity of fibroblasts' manufacturing capacity.

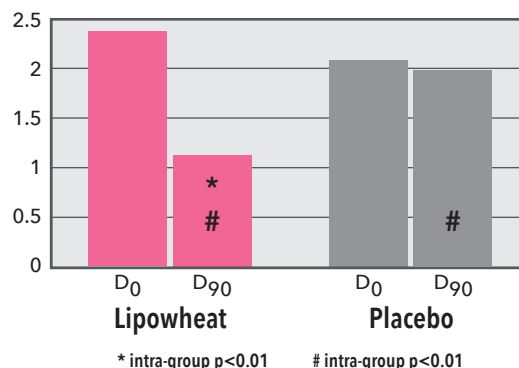
**Functions:**

- Ceramides are very important in skin hydration and represent 35 to 40% of intercellular cement.
- Lipowheat was successfully evaluated in three clinical studies involving 135 volunteers<sup>4,5</sup>.
- The 90 day application of Lipowheat improved skin hydration significantly ( $p < 0.01$ ) as compared to the baseline hydration and hydration in placebo receiving group.

Lipowheat efficacy has been shown through three clinical studies on a total of 135 volunteers<sup>(4,5)</sup>.

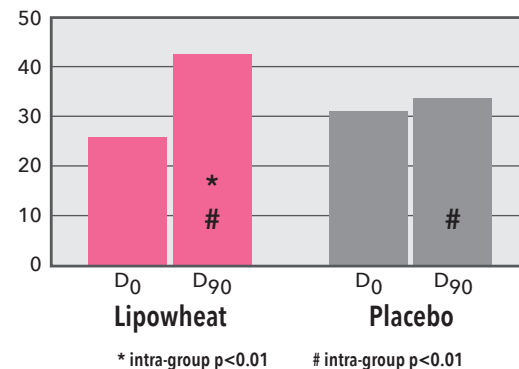
**DERMATOLOGICAL EVALUATION**

At D<sub>90</sub> (90 days) dermatological evaluation indicates a significant ( $p < 0.01$ ) decrease in skin dryness compared to D<sub>0</sub> (baseline) and the placebo group.



**HYDRATION MEASURE**

At D<sub>90</sub> (90 days) skin hydration had improved significantly ( $p < 0.01$ ) compared to D<sub>0</sub> (baseline) and to the placebo group.



95% of subjects in the Lipowheat group responded with increased skin hydration.

1) Castiel Higouenc - "Stratum corneum lipids: specificity, role, deficiencies and modulation", OCL, 2004, vol. 11 n. 6.  
 2) Imokawa G - "Importance of intracellular lipids in water retention properties of stratum corneum: induction and recovery study of surfactant dry skin" Arch Dermatol Res., 281:45:51.  
 3) Tsuji K - "Dietary glucosylceramide improves skin barrier function in hairless mice", 2006, J Dermatol Sci, 44: 101-7.  
 4) Djedour A - "A very promising new glucolipidic surfactant: Lipowheat, International Journal of Cosmetic Science, 2005, 27 301-8.  
 5) Boissic S - "Intérêt clinique d'un ingrédient alimentaire à visée hydratante: Lipowheat Edudie randomisée en double aveugle versus placebo." J. Med Esth. Et Chir. Derm., 2007, vol 34, 136:239- 242.



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HEALTH & BEAUTY



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