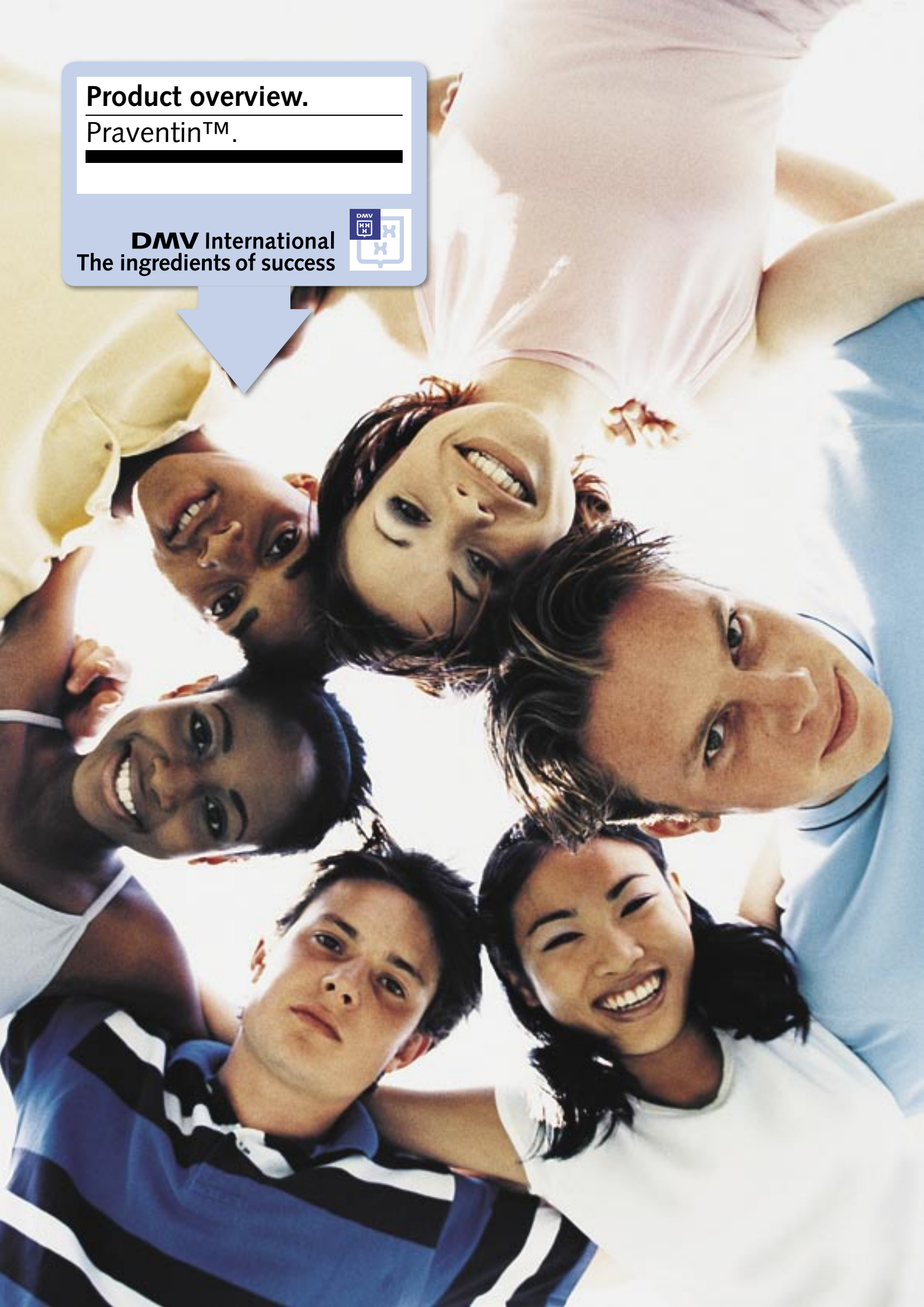
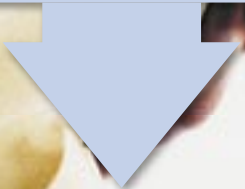


Product overview.

Praventin™.

DMV International
The ingredients of success



Supporting a clearer complexion from the inside.

Teenage consumers seek clear complexions

Normal teenage acne accounts for one-quarter of all significant skin conditions reported in the United States. Skin inflammation, soreness and social embarrassment can be life changing¹ for the 85% of teenagers affected². Of these teenagers, more than 80% feel uncomfortable discussing their condition with a healthcare professional.

In a poll of 1,000 teenagers with normal teenage acne, one-third said they felt embarrassed, anxious, or lacked self-esteem due to their complexion, and almost all worried about their skin.

Marketing to a \$100 billion segment

Today's 31 million teenagers have money to spend. According to Teenage Research Unlimited³, projected spending in 2004 of the 12-19 year old age group was \$169 billion, spending an average of \$91 per week. Teens devoted \$15.2 billion, or 9% of their spending to personal care items in 2004.

Teenagers and their pursuit of a clearer complexion and a more positive self image are a substantial market for a product containing Praventin™. As teenagers get older, they will have increasing disposable income, and they will be inclined to spend it on the brands that attracted them first.

Supporting a clear complexion from the inside

Praventin™ is a bioactive protein complex rich in Lactoferrin. It is patent pending for an application in supporting a clear complexion by enhancing the body's natural defenses.

In a recent consumer study with teenagers it was demonstrated that oral supplementation with Praventin™ promoted a clear complexion, as assessed in table 1.

Oral supplementation with Praventin™ resulted in a considerable improvement in skin condition. In table 2 a median decrease of 71% in blemishes after one month and 95% after two months is reported.

Improvements were observed regardless of gender, age, or baseline appearance. Two weeks of Praventin™ use resulted in a clearer complexion, as illustrated in figures 1 and 2.

The 44 teenagers were asked a set of questions about how they believed Praventin™ had supported skin health.

- 76% saw visible differences in their complexion, among them were fewer blemishes, a reduction in redness, and less oiliness, consistent with a healthier complexion.
- 83% stated they would like to continue taking Praventin™.

The subjects reported no adverse side effects. As demonstrated in the study, Praventin™ can be used to support a clear complexion benefiting the physical and emotional well-being of young adults.

Outcome	Week	Mean	Standard deviation	Minimum	Median	Maximum
Blackheads	1	55.7	71.8	0	33	404
	8	3.8	6.9	0	1	27
Non-blackheads	1	15.5	18.2	0	7.5	77
	8	1.3	2.7	0	0	12
Total blemishes	1	71.1	81.4	2	43.5	452
	8	5.2	8.4	0	1	30

table 1: Descriptive statistics for counts of blackheads, non-blackheads [including whiteheads (closed comedones), papules, pustules and nodulocystic lesions], and total blemishes (blackheads + non-blackheads).

Level of blemish severity

	Week 2	Week 4	Week 8
All subjects (n=44)	44.4%*	70.9%*	95.4%*
0 to 10 blemishes at week 1 (n=7)	12.5%	50.0%	87.5%**
11 to 50 blemishes at week 1 (n=20)	40.0%*	72.8%*	97.3%*
Greater than 50 blemishes at week 1 (n=17)	66.9%*	71.8%*	95.1%*

*P<0.001, ** P=0.028

table 2: Median percent reduction in total blemishes (blackheads + non-blackheads) overall and stratified by level of severity at week 1.

Proposed mechanisms for support of a clear complexion

Praventin™ is a patent pending proprietary bioactive protein complex rich in Lactoferrin. Lactoferrin plays a supportive role in nourishing the skin from the inside through three proposed mechanisms^{4,5,6}.

- Anti-microbial⁷: helps inhibit bacterial growth
- Anti-inflammatory⁸: helps assist reduction in redness associated with a poor complexion
- Antioxidant⁹: helps aid the repair of damaged skin cells from blemishes

Lactoferrin and other bioactive proteins are naturally present in milk, and are isolated by advanced separation technologies.

Driving success for an existing market

By purchasing Praventin™ a marketer of dietary supplements will receive:

- A natural scientifically supported ingredient derived from milk
- A proprietary patent pending application
- GRAS, Kosher and Halal certification

Contact your DMV International sales representative for additional details on how you can get started with Praventin™.



figs. 1 and 2: Photographic comparison of blemishes and redness of subject 10 (female) and 13 (male) before week 1 and after consumption of Praventin™ week 8.

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