

Nimue Skin Technology is the fastest growing South African Skin Care brand with a footprint in over 23 international countries. Our global reach expanded by over 30% in 2011 alone.



## a world 1st dermanutraceutical

In september 2011, Nimue Bioscience was launched. We introduce our progressive and advanced range of Nutraceuticals which complements the topical range of Nimue Skin Technology.

## nimue anti-ageing institute our scientific approach...your aesthetic solution



Experience the Nimue Anti-Ageing Institute and achieve your desired aesthetic needs through a personal consultation with Dr. du Plessis, Medical Director Nimue Bioscience.

The Nimue Anti-Ageing Institute offers a choice of preventative medical Aesthetics solutions with a personalised approach to suit your needs.

- Botulinum injections
- Cutting Edge Dermal Fillers
- Aesthetic facial solutions
- Integrative Anti-Ageing Consultation

Book your personalised consultation with Dr. du Plessis  
MBChB Cum Laude (UOVS)  
DTM&H (WITS)

For more information contact us on:

(+27) 011 656 1123 or [reception@nimuebioscience.com](mailto:reception@nimuebioscience.com)



## nimue attends international trade shows

Nimue was present at over 12 international Trade shows during 2011. These countries include: Germany - Dusseldorf and Munich; Austria; Sweden; Denmark; Switzerland; China; Dubai; New Zealand; Estonia; South Africa- Cape Town and Johannesburg.

Nimue at the Professional Beauty Trade show in August 2011. The official unveiling of Nimue Bioscience in South Africa.

## new from nimue - the polymeric peeling system

“We share our science behind the much anticipated Nimue Professional peeling treatments. We have achieved unsurpassed results through our numerous case studies to date and we look forward to sharing new developments with you shortly”



Jackie Swart  
Head of Research & Development

## professional bio-lacto peel

Our new professional treatment provides a superficial peel for hyperpigmented and environmentally damaged skin. The skin brightening formulation combines 7 compounds. A complex of acids based on Lactic Acid, Glycolic Acid, Citric Acid, Mandelic Acid and Pyruvic Acid, provide an even penetration and absorption for effective exfoliation without over stimulating hyperpigmented skin. Phytic Acid and Tetrasodium Glutamate Diacetate work in synergy as a powerful broad-spectrum antioxidant preventing the oxidation process in which melanin forms.



Lactic Acid is derived from milk and is an effective exfoliating agent that has skin lightening properties

Glycolic Acid is derived from sugar cane and is capable of better penetration to quickly and effectively exfoliate the skin.

Citric Acid is derived from citrus fruit and is a mild exfoliating agent with anti-oxidant properties.

Mandelic Acid is an extract from bitter almonds. Suppressing pigmentation and rejuvenating photoaged skin.

Pyruvic Acid is derived from fermented fruit, grapes and honey. It prevents thickening of the skin by breaking down the bonds between the skin cells.

Phytic Acid is excellent for treating epidermal melasma.

Tetrasodium Glutamate Diacetate removes free metal ions from the skin, preventing the production of enzymes causing pigmentation.

## professional penta salaic peel

Our new professional treatment provides a superficial peel for problematic skin. The selection of active ingredients in the polymeric system are Salicylic Acid, Azelaic Acid, Pyruvic Acid, Willow Bark Extract and Amphoteric Glycolic Acid.

Salicylic Acid clears the pores and is a superficial peeling agent.

Azeleic Acid is naturally found in wheat, rye and barley and is effective in its treatment against bacteria in the follicles. It also removes dead skin cells and reduces the appearance of blackheads.

Pyruvic Acid helps to prevent scarring caused by acne lesions.

Willow Bark Extract effective exfoliation properties whilst increasing cell turnover. Very effective in treating bacteria in the follicles.



## frequently asked questions

### What is a Cosmeceutical?

Environmental elements, air pollution, exposure to solar radiation and normal ageing cause cumulative damage to the building blocks of the skin - DNA, collagen and certain membranes. Use of traditional cosmetic beauty products will not cause the skin to change or restore itself, as they are restricted to beautifying or concealing. A cosmeceutical product facilitates an active process of reversing the signs of damage in the skin.

### Why should I use Nimue, the new generation dermanutraceutical?

Nimue's range of Dermanutraceuticals offers the opportunity to treat clients from the inside out with the very best topical applications and nutraceutical supplements. Topical applications do not make up for resultant side effects of nutritional shortfall in the skin. The only way to holistically target ageing and other skin conditions is through the combination of topical and oral applications.

### Do the Nimue day creams contain an SPF?

The Nimue Day Creams do not focused on providing dedicated sun protection. The Day Creams are multifunctional and contain numerous ingredients which assist in attaining skin health. The Nimue philosophy is therefore to use a dedicated sunscreen over the Nimue Day Cream to give added protection.



## nimue ingredient advancements

### Peptides

"One of the top skin care trends at the moment is the use of peptides. Once again Nimue is at the forefront of the industry as we have been utilizing peptides for many years." Peptides provide excellent long-term results when applied topically to the skin. As the development of synthesized peptides continues to move forward, it is expected that the application in skin care may broaden even more. This is an area of continuous research and development which has opened the door to inclusions in many up-and-coming skin care products today.



Robyn Brown  
Cosmetic Chemist

### Peptides found in Nimue's products:

**Palmitoyl Pentapeptide -4** is a powerful anti-ageing peptide which is equivalent to the use of retinoids without irritation. It is superior to Vitamin C in collagen, elastin and GAG synthesis.

**Palmitoyl Tripeptide-5** boosts collagen production and inhibits the release of enzymes responsible for breaking down collagen with resultant inflammation.



## cleansing gel – the nimue hero product of the year

The first step in the treatment of skin health. Formulated as a 2 in 1 soap free creamy-gel to effectively, but gently, remove traces of make-up, oil secretions and impurities. Can be used as an ideal eye make-up remover.

### product benefits:

- Non-alkaline cleanser, to cleanse without disturbing the normal acid pH balance
- Light exfoliation properties
- Gently hydrates with a powerful combination of humectants
- Promotes a clean, refreshed, soft and clear skin
- 2 in 1 face cleanser and eye makeup remover
- Available as a refill

## nimue 2012 marketing campaign

Integrating the 3 phases of Nimue Skin Health with a selection of limited edition starter kits from Nimue every good structure relies on a great foundation.

Every good structure relies on a great foundation

- back to basics!

With Phase 1

- get serious...get active!

With Phase 2

- support your habit!

With Nimue Support products



Erin Rees  
PR and Marketing Manager

## more news to follow in early 2012!

Join us next year for an in-depth look at “The Science of Ingredients” where we will look at the benefits of the main actives in nimueN.A.D+ and Nimue. As a world first Dermanutriceutical, our primary focus is on continuous integration of these two powerful brands.