THE NUMBER ONE INGREDIENT FOR HEALTHIER, HYDRATED YOUTHFUL SKIN

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, collaganase, and tryosinase

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 skin's 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

<table>
<thead>
<tr>
<th>Chart Description</th>
<th>Increase/Reduction</th>
<th>Timeframe</th>
</tr>
</thead>
<tbody>
<tr>
<td>Percent Increase Water Content</td>
<td>Increased skin water content 13% in 3 weeks and 22% in 6 weeks</td>
<td>After 3 Weeks</td>
</tr>
<tr>
<td>Percent Skin Scaliness Reduction</td>
<td>Improved (reduced) scaliness by 3% after 3 weeks and 7% after 6 weeks</td>
<td>After 3 weeks</td>
</tr>
</tbody>
</table>

### Rice Ceramides anti-aging effect

<table>
<thead>
<tr>
<th>Chart Description</th>
<th>Increase/Reduction</th>
<th>Timeframe</th>
</tr>
</thead>
<tbody>
<tr>
<td>Percent Increase Smoothness</td>
<td>Increased skin smoothness 16% in 3 weeks and 25% in 6 weeks</td>
<td>After 3 Weeks</td>
</tr>
<tr>
<td>Percent Increase in Elasticity</td>
<td>Increased skin elasticity of 13% at 4 weeks and 19% over 8 weeks</td>
<td>4 weeks</td>
</tr>
</tbody>
</table>
Ceramide-PCD® and rice based ceramides are superior to all other plant based ceramides in:

- **Anti-inflammation and itching**:

  ![Scratch Inhibition %](chart1)

  - Rice
  - Wheat
  - Corn

  **Moisturizing Effect**

  ![The Moisturizing Effects of Ceramides](chart2)

  - Oryza Ceramide (derived from Rice)
  - Ceramide (derived from Cornflakes)
  - Ceramide (derived from Wheat)
  - Control

- **Fibroblast skin cell growth**

  ![Ceramide Effect on Fibroblast Growth](chart3)

  - Control
  - Rice
  - Corn
  - Wheat

1. Effect of cyclodextrins on the solubilization of lignogenic 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
6. Evaluation of skin-moisturizing effects of oral or percutaneous use of plant ceramides. Atai S, Miyachi H.

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**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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*These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.*