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# STRENGTH WITHIN ANTI-WRINKLE SUPPLEMENT

## CLINICALLY PROVEN SCIENCE

As we age, our skin gradually loses its ability to regenerate naturally and produces less collagen, a key molecule within the dermis layer. The reduction in the amount and quality of collagen causes the skin's supporting structure to weaken. This is a critical factor leading to a loss of firmness and the formation of wrinkles.

A comprehensive research programme has been carried out with more than 500 women to select and validate the key nutritional ingredients to fight against the visible signs of skin ageing. The efficacy of this nutritional technology has been proven in rigorous tests using validated clinical protocols versus a placebo control.



### CLINICAL STUDY 1

#### DOVE SPA STRENGTH WITHIN NUTRITIONAL TECHNOLOGY PROOF OF PRINCIPLE STUDY

Tested Strength Within actives at higher dosage, 100 women volunteers & 14 weeks.

In order to quantify the beneficial effects of Strength Within supplement nutritional technology, the independent Clinical Research Organisation; Laboratoire DermScan, (Lyon, France) was commissioned to conduct a proof-of-principle randomised, double blind, placebo-controlled trial. Ethical and regulatory approval was sought and granted prior to study initiation.

The study was conducted over a 14 week period and included 100 postmenopausal women aged between 53 and 63 years. 50 volunteers took a placebo while 50 received the nutritional actives in Strength Within capsules formulation.

Objective measures were taken by the study dermatologists and clinical staff at the start of the study and following completion of the 14 week trial. These included accurate measurement of the depth of the 'crow's feet' wrinkles and analysis of the amount of collagen produced by the volunteers' skin.

Statistically significant improvements in these objective measures were found when the Strength Within supplement nutritional technology was taken once per day over a 14 week period:

- Bioavailability of actives
- Significant reduction in wrinkle depth
- Significant smoother skin surface
- Significant increased collagen synthesis

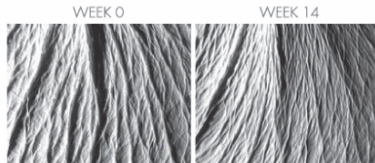


Figure 1: Representative photograph of the crows' feet wrinkles



Representative image of 'crow's feet' wrinkle depth-reduction following 14 weeks of daily supplementation

“Professor of dermatology Christopher Griffiths said “I know of no other study that has shown this before” & dermatologist Richard Weller said “what matters is the clinical data, and they show there are reduced wrinkles in the treated group”

New Scientist



#### DEFINITION OF TERMS

**Proof-of-Principle:** Using higher active doses than final marketed product to build confidence in the technology.

**Randomised:** Volunteers assigned by chance to receive either treatment or placebo.

**Double blind:** Neither the volunteers nor the study staff knew who was receiving treatment or placebo.

**Placebo:** Product without any active ingredients, but very similar in appearance.

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