



INNOVACTIV AND NIPPON FLOUR MILLS OBTAIN FIRST NPN FOR MYOCERAM®

Health Canada approval includes two health claims for beauty-from-within applications

Rimouski (Quebec), December 3, 2018 – innoVactiv, a Canadian company dedicated to developing science-based specialty ingredients, and Nippon Flour Mills, a Japanese ingredients and food manufacturer, are pleased to announce that their nutraceutical ingredient Myoceram® has been granted two health claims by the Natural and Non-Prescription Health Product Directorate of Health Canada.

The following approved claims confirm the safety and efficacy of Myoceram® for use in beauty-from-within dietary supplements:

- 1) Helps support healthy skin barrier function;**
- 2) Helps lessen the loss of water through the skin.**

Natural Product Number (NPN) #80089056 has been obtained following a strict safety, efficacy and quality evaluation of the technical dossier of Myoceram®. These claims are associated with a daily intake of 30 mg of rice-derived Myoceram® (Myoceram®-RPS), which offers a superior alternative to other commercially-available vegetable ceramides in terms of daily dosage and allergen-free labelling.

“Myoceram® offers a strong support to skin by promoting endogenous skin ceramide production, to support optimal skin’s texture and appearance over the entire body surface” said Jocelyn Bérubé, Executive Vice-President at innoVactiv. “This approval means that Myoceram® meets the highest levels of quality, safety and efficacy to ensure that end users will benefit from its use.”

The upward trend in beauty supplements has been present in Asia for many years now and is just starting to hit the North-American market. “The Beauty-from-Within segment is one that is set to grow rapidly in the next years, as consumers see the benefits of nourishing the skin from the inside as a complement to their cosmetic routine”, said Patrice Dionne, CEO of innoVactiv. “Our Health Canada approval means that dietary supplements formulated with Myoceram® can now be marketed using strong health claims that resonate with consumers.”

Myoceram® has been introduced recently in North America but has been commercialized for many years in Japan and other Asian countries by Nippon Flour Mills, the company that

developed the ingredient along with its impressive technical background and clinical studies. Myoceram® has shown in human clinical trials its capacity to decrease trans-epidermal water loss over the entire body in a period as short as 4 weeks, leading to improvements in skin texture and appearance. Available in powder and liquid forms, Myoceram® offers tremendous flexibility allowing formulation in capsules, shots or other delivery forms.

About Nippon Flour Mills Co. Ltd.

Nippon Flour Mills Co. Ltd., a Japanese ingredients and food manufacturer, is committed to keep every customer satisfied, by offering competitive products and services of superior quality in every area of business, thereby contributing to society. <http://e-nippon.com/>

About innoVactiv

innoVactiv's mission is to develop and supply innovative health ingredients with scientific demonstrations of efficacy and safety for the nutraceutical and cosmeceutical industries. For more information on innoVactiv, please visit www.innovactiv.com.

Source:

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