**Nerium SkinCare** is dedicated to offering solutions based on proven science and real customer success. The sustained integrity of our natural, botanical products is due to continual scientific research by leading medical institutions that employ established scientific methods and modern technology. As a result of this biotechnology research and breakthrough extraction technology, Nerium SkinCare is developing a complete line of skincare products that harnesses the *Nerium oleander* plant’s unique and effective properties.

Nerium SkinCare products use a patent-pending extraction technology known as **Bio-PL²**. This extraction technology incorporates pure liquid Aloe Vera to extract specific *Nerium oleander* plant components while preserving the natural integrity and beneficial properties of both plants. The results of this new technology Nerium Extract **NAE-8**, has allowed Nerium SkinCare to create a “**first-of-its-kind**,” age-defying night cream, NeriumAD®.

NeriumAD® Age-Defying Treatment was formulated after more than 10 years of scientific research and clinical testing by scientists and medical professionals. The safety of NAE-8, the *Nerium oleander* extract in NeriumAD, has been tested, documented, and confirmed throughout every phase of product testing.

With the primary goal of product safety and quality, Nerium SkinCare has taken great care with respect to the safety of their flagship product, NeriumAD®. With the identification of potential topical applications from research on *Nerium oleander* extracts, Nerium SkinCare contracted with ST&T Research to provide additional research and a series of clinical trials for safety and efficacy over a 5-year period (2008-2012). In each clinical trial, safety parameters were set to assess efficacy and evidence of any adverse reactions, which included detailed studies of the product’s key ingredients to determine if there was absorption through the skin barrier into the blood. The study protocols compared baseline and weekly testing of study participants utilizing an extremely powerful LC/MS/MS analytical instrumentation (capable of detecting nano-gram sized concentrations), which generated data that confirmed no detectable levels of the ingredients were found in the blood. The ST&T clinical data from the NeriumAD® clinical trial confirmed safety.

As confirmation of ST&T data and results, Nerium SkinCare provided these findings to an independent group of MD and PhD Pharmacologists/Toxicologists to review the world literature and all clinical data on *Nerium oleander* and NeriumAD®. The determination of this group is that NeriumAD® is safe.

Even with immense precautions, any cosmetic or personal care product on the market can cause irritation or an allergic reaction based on a user’s skin sensitivity. In one FDA survey, up to 25% of people said they had a skin reaction to at least one beauty product. Problems can range from simple rashes to full-blown allergic reactions. Symptoms can occur immediately, or after long-term use of a product without previous allergic reaction.

NeriumAD® is formulated with the safest and most effective age-defying ingredients, and has been used by nearly 1,000,000 consumers with only a few reported cases of skin reactions. Our premium ingredients are blended at optimum levels to nourish skin and provide real results for all skin types.

Nerium SkinCare takes the safety of our consumers very seriously. We have a thorough and robust consumer safety & satisfaction process to pinpoint any adverse reactions to our products.
Internet References:

- **NeriumAD® Safety Video**

- **Nerium Biotech**

- **Nerium Skincare**
  - [http://Neriumskin.com/research/home.html](http://Neriumskin.com/research/home.html)

- **Dr. Newman**

- **Safety Summary**

- **Clinical Trials**

- **Science Behind NeriumAD®**

- **Science Behind Nerium Skincare**

- **Product Development**

- **Nerium Oleander Cultivation**
While exploring advanced biotechnology research on the Nerium oleander plant, researchers unearthed an accidental discovery: the unique properties of Nerium oleander provide remarkable age-defying results when applied to the skin. This finding led to the creation of the NeriumAD skincare line.

Scientists developed a breakthrough process, NBio-PL2, to derive our patented NAE-8 extract from the Nerium oleander and Aloe barbadensis plants, while also preserving each ingredient’s unique and beneficial properties. Our exclusive NAE-8 extract contains antioxidant properties. This extract has changed the face of skincare, as it remains one of the main active ingredients in the innovative NeriumAD® product line.

Our revolutionary, nature-based products are noncomedogenic, gluten free, paraben free, cruelty free, and ideal for all skin types. NeriumAD products have been dermatologically tested and proven safe for all skin types.

NeriumAD Age-Defying Treatment contains the highest concentrated amount of the NAE-8 antioxidant, a powerful proprietary protein blend, and vitamin E to help tighten the appearance of your skin and reduce the appearance of wrinkles, discoloration, and enlarged pores. It also works to address texture and tone issues in order to make the skin appear youthful.

NeriumAD Age-Defying Day Cream includes a concentrated tripeptide blend, incorporated at clinical levels to give the appearance of smoother, tighter, and younger skin; vitamin C complex, which helps reduce the appearance of discoloration; green tea antioxidant, which reduces the appearance of signs of aging, such as wrinkles and discoloration; and four high-functioning moisturizers, including hyaluronic acid, for increased radiance and hydration.

Testing
Production of the NAE-8 extract is strictly controlled. The planting, nurturing, and harvesting of the plant, along with the extraction process, is completed under stringent guidelines and follows recommended biotechnology procedures. At no time during production is the product tested on animals. Human testing has been performed in multiple studies to ensure the safety and efficacy of the product and to meet the high standards Nerium has instituted. This process guarantees that the product you are using is safe.

Usage
NeriumAD Age-Defying Treatment: Begin your nightly ritual by cleansing your face thoroughly, then immediately apply a thin layer of NeriumAD Age-Defying Treatment to your face and neck. We recommend using four to five pumps. Our research has shown that using more than the recommended amount of the product does not always improve results. Apply evenly to slightly damp skin for optimal absorption. This age-defying product will feel similar to a mask; it is normal for your skin to feel a bit tighter than it would with a typical face cream.

NeriumAD Age-Defying Day Cream: Rinse your face in the morning, then apply four to five pumps of NeriumAD Age-Defying Day Cream to your face and neck. If needed, the day cream may be applied at other times during the day as a moisturizer.

NeriumAD products can also be applied to other areas of the skin such as: neck, décolletage, arms, hands, elbows, and knees. If any skin irritation occurs, we recommend reducing the amount of pumps used. The soft area around the eyes is always a very sensitive region, so we do not recommend using NeriumAD products on the delicate tissue area around your eyes.
Reactions
Skin is an amazing, living organ. Our skin constantly works to adjust to all types of circumstances in life including: harsh weather, oil, dust, skincare products, environment, etc. However, sometimes, the adjustment takes time and surface irritation may occur during the transition period. Additionally, for every cosmetic product introduced to the market, there may be a subset of the population that experiences minor irritation, such as: redness, itching, or breakouts, due to an individual allergy or reaction to one or more of the product ingredients. This may be a temporary issue that will resolve itself once your skin acclimates to the product. However, if the irritation persists, discontinue use of any new product and seek medical advice.

The individual ingredients found in NeriumAD products have undergone extensive safety testing and analysis, under a variety of conditions, to ensure they meet every quality and safety standard. These premium ingredients are carefully blended at optimum levels to nourish and rejuvenate your skin. The results speak for themselves. However, if you have sensitive, reactive skin, we suggest the following guidelines:

• Skin Sensitivity
NeriumAD products are designed to work with all skin types, but it is impossible to identify every potential reaction between cosmetic products like NeriumAD’s day and night creams and individual skin types. You may already be aware of your skin’s sensitivity to certain cosmetic ingredients, so please read our label carefully to ensure none of the high-quality ingredients used in NeriumAD products are among those to which you are sensitive.

• Multiple Products
If you are currently taking or using any other drugs or cosmetics in conjunction with NeriumAD products, they may be increasing your skin’s sensitivity or reacting with the ingredients present in NeriumAD products. You may want to test a small area with both products to see if there is a reaction to the combination.

• Skin Condition
Assess your skin to determine its condition prior to using NeriumAD products. We recommend taking “before” and “after” photos of the areas on which you are using the product in strong sunlight. If your skin is dry or irritated, it is important that you use NeriumAD Age-Defying Day Cream twice daily in conjunction with NeriumAD Age-Defying Treatment at night to ensure your skin stays moisturized. We also do not recommend using NeriumAD products on skin with identified medical conditions such as acne, eczema, psoriasis, rosacea, or any other related conditions that require medical treatment or a dermatologist’s prescription.

• New Product Phase-In
Every time a new product is introduced to your daily routine, you may encounter a temporary reaction. Your skin must become accustomed to a product to determine how it interacts with your skin long-term. If you experience minor irritations, give yourself time to adjust to using a new product. If you have minor to mild irritation, we recommend allowing at least two to three weeks for your skin to acclimate. If you have a severe reaction, we recommend you stop using any new products and seek medical advice. Nerium International makes every effort to ensure our products can be used by the largest segment of the population possible, but that does not eliminate the possibility that someone may experience minor irritation with our products.

Analyzing Issues
Everyone has different skin, and each product can have different reactions with the skin. It is important to determine whether the reaction is a sensitivity of the skin or an allergic reaction. Both can look the same: redness, rash, itching, and swelling. Sensitivity issues will usually disappear with continued use over a few weeks, whereas an allergic reaction will be more long-lasting.
• **Resolving Issues**
  - Eliminate other products you may be using at the same time to see if the interaction of products is causing the issue.
  - Make sure you are following the directions exactly.
  - Test the product in question on a patch of skin, perhaps on the underside of the arm, to determine if your skin has a unique sensitivity to it.
  - If your symptoms do not subside, discontinue use of the product and seek medical advice. Let the skin fully recover before reintroducing the product to a small area.

• **Continuing Problems**
  If, upon reintroduction, you continue to experience irritation, redness, itching, or other sensitivities, discontinue use of the product and consult with your dermatologist or physician.

**Summary**

Nerium International makes every effort to ensure our products can be used by the largest segment of the population possible, but that does not eliminate the chance that someone may have a reaction to our products. If you have any concerns, please call our Customer Support team at 855-463-7486 for assistance.

**FAQ**

Q: **Have NeriumAD® products been tested for allergic reactions?**
A: Yes. The products have gone through rigorous dermatological testing.

Q: **Is NeriumAD night cream a moisturizer?**
A: No. It is meant as a night-time application and is not designed to moisturize, although there are certain ingredients that can help moisturize. However, the NeriumAD Day Cream is a very effective moisturizer.

Q: **Can I use NeriumAD products with other skincare products?**
A: There should be no impact on efficacy, but you may want to test a small area with both products to see if there is any reaction to the combination. Whenever applying multiple products, use the following rules: apply clearest first then to most opaque, and apply thinnest first then to thickest.

Q: **Can I use NeriumAD products on problem skin?**
A: NeriumAD products are cosmetics and should not be used on problem skin without first testing a small area to ensure there is no reaction to the proprietary compound in the product. NeriumAD products are not designed to treat or heal any skin issues, as they are designed as cosmetics only.

Q: **How should NeriumAD products be stored?**
A: The products are creams and can be impacted by both hot and cold temperatures. It is suggested that the bottles be kept at room temperature as much as possible. Extreme heat and cold can impact any cosmetic product and NeriumAD products are no different. If you find your product has been subject to one of these extremes (left in the trunk of your car), please ensure the contents have not changed color, consistency, or smell before applying or selling.

Q: **Are there any dangers to children or pets from eating NeriumAD products?**
A: Toxicology experts have concluded that NeriumAD products are safe, noting that if a one-year-old child ingested the full contents of 400 bottles of NeriumAD product, the child would still only reach a non-toxic dose of NeriumAD. It has also been concluded that the product is non-toxic to pets if accidentally ingested.
Q: Do NeriumAD products have an expiration date?
A: Currently there is no requirement for an expiration date on a cosmetic, but if the product is stored correctly, it should have a two-year shelf life. If it has not been stored properly, please ensure the contents have not changed color, consistency, or smell before applying or selling.

Q: Should I change the amount I use for different seasons or temperatures?
A: As with any skin product, environmental conditions can play a major role in impacting the condition of the skin. If your skin is sunburned or very dry, it is recommended that the amount of NeriumAD products used be reduced to compensate for more sensitive skin conditions.

Q: How often does Nerium International change the formulas of NeriumAD products?
A: We only made one change to the night cream formula in April of 2012, at which time we replaced the wheat protein with a quinoa protein to make the product gluten free.

Q: Why do NeriumAD products appear different occasionally from one bottle to the next?
A: Our products are formulated with natural plant proprietary compounds. From season to season, there are small variances in these plant ingredients.

Q: What is the mechanism that NeriumAD products use to reduce the appearance of wrinkles?
A: NeriumAD products are cosmetics. As such, it is not designed to make any structure changes to the skin.

Q: Are there genetically modified ingredients in NeriumAD products?
A: Nerium International has required suppliers who provide only non-GMO ingredients.

Q: Are there safety issues with products that contains the Nerium oleander plant?

Q: Are NeriumAD products FDA approved?
A: The FDA does not review or approve any cosmetic products. Nerium follows all FDA regulations in regards to cosmetics.
The *Nerium oleander* plant has been used for centuries as a medicinal herb, but due to various components of the plant, it has also been associated with negative stories. When researchers discovered the potential of the *Nerium oleander* extract in producing age-defying improvements in the appearance of skin, their first concern was for the safety of those using the product.

Nerium SkinCare™, Inc., Nerium International’s business partner, has developed topical skincare products based on an entirely new extraction process, NBio-PL²™, which combines the best of the *Nerium oleander* plant properties with Aloe Vera. Nerium SkinCare™ is dedicated to sharing what has been learned through the development and testing of their new skincare products in terms of their ingredients and their effect. This research has shown their natural products to be safe and, in terms of effectiveness, better than what is available on the market today.

NeriumAD® Age-Defying Treatment was formulated after more than 10 years of scientific research and clinical testing by scientists and medical professionals for Nerium SkinCare, Inc. The safety of NAE-8™, the *Nerium oleander* extract in NeriumAD, has been tested, documented, and confirmed throughout every phase of product testing.

When tested in multiple studies over a 3-year period as a topical product, there was not one instance of toxicity based on absorption of NAE-8. All product studies have incorporated safety protocols, including the recent clinical testing of NeriumAD where:

“Subjects were required to provide blood samples for blood chemistries. As in previous studies, no adverse reactions were noted; blood analysis showed all subjects within normal ranges, there were no detectable cardiac glycosides in the blood.”

Nerium International is confident that you will not only find NeriumAD to be one of the most effective products you have used, but also one of the safest.
Safety Statement

Nerium SkinCare is dedicated to offering skin care solutions that are safe and based on proven science and actual customer success. The primary goal of the company is the development of unique, safe and effective products that are of the highest quality.

Product Safety Testing:

Safety for Nerium SkinCare products start at the company owned Farming Operations. Fields of Nerium oleander plants (a specific variety) are harvested for the raw plant material utilized in our extraction process. Utilizing strict biomedical field protocols, the farm provides a dedicated and renewable biomass resource reserved exclusively for biotechnology research, product development, and product production. Analytical testing for safety begins at the field level and is performed by independent third parties. Prior to harvest, analytical testing is performed for identification of specific components of the plant and includes testing for levels of metals and pesticides. After the processing/milling of the raw plant material, the Nerium oleander powder biomass is again tested for specific components and microbiology for aerobic count, etc.

GMP manufacturing provides for testing at every phase of product production. The first phase is the Nerium oleander biomass extraction process that provides the Nerium extract ingredient (NAE-8®) which is then tested for specific plant components, micro, etc. as are all additional ingredients. Testing continues after each process, cream manufacturing, filling/packaging, and all the way to the finished product. Upon completion of the manufacturing process, the finished product is once again tested by an additional third party laboratory for specific Nerium oleander components to ensure safety and quality. In addition, batch samples for each production run are retained for testing at various intervals thereafter.

NeriumAD® Safety:

With the primary goal of product safety and quality, Nerium SkinCare has taken great care with respect to the safety of their lead product NeriumAD. With the identification of potential topical applications from research on Nerium oleander extracts, Nerium SkinCare contracted with ST&T Research (Science, Technology, and Toxicology) to provide additional research and a series of clinical trials for safety and efficacy over a 5 year period (2008-2012). In each clinical trial safety parameters were set to assess efficacy and evidence of any adverse reactions which included detailed studies of the product’s key ingredients to determine if there was absorption through the skin barrier into the blood. The study protocols compared baseline and weekly testing of study participants utilizing an extremely powerful LC/MS/MS analytical instrumentation (capable of detecting nano-gram sized concentrations) which generated data that confirmed no detectable levels of the of the ingredients were found in the blood.

The ST&T clinical data from the NeriumAD clinical trial confirmed safety.
As confirmation of ST&T data and results, Nerium SkinCare provided these findings along with other data from the world literature to an independent group of MD and PhD Pharmacologist/Toxicologist to review the literature and all clinical data on Nerium oleander and NeriumAD. The determination of this group is that NeriumAD is safe.

In addition Nerium SkinCare has presented research, clinical and safety results at various meetings. As an example, a panel discussion of NeriumAD was presented at the Annual Meeting of the North American Congress of Clinical Toxicology ... (NeriumAD Safety Panel Presentation/Discussion). A group of five scientists including MD’s, Pediatrician toxicologists/pharmacologists and PhD’s, who are professors of Pharmacology and Toxicology and directors of US poison control centers. One of the five is an MD, Ph.D. pharmacologist/toxicologist and a former Medical Officer for the Food and Drug Administration. It’s needless to say, a very distinguished panel with the ability and credibility to speak to safety; and recognized members of the North American Congress of Clinical Toxicology. The presentation/discussion included the review of Dr. Newman’s research and ST&T clinical data, a review of the data base of the American Association of Poison Control Centers as it relates to Nerium oleander, data from the world literature, and a discussion regarding some of the myths about Nerium oleander which have sprung up in folklore. Also discussed was the potential toxicity of NeriumAD as it relates to accidental ingestion by children, and a relative risk comparison to other safe products that are also known to contain natural occurring toxic compounds. The conclusion of this panel is that NeriumAD is safe. To share a comment on NeriumAD as it relates to children, the Pediatric MD, Pharmacologist/Toxicologist panelist commented that if a 1 year old child ate the full contents of 400 bottles of NeriumAD, the child would still only reach a non-toxic dose of NeriumAD.

Quality Statement

As a commitment to quality, Nerium SkinCare will not compromise on the quality of our products. The quality of Nerium’s products is a direct result of the investment made into its people, the scientific research, new technology development, natural farming methods, biomass processing, cGMP production facilities, product safety testing, and independent verification.
The Science Behind:

Product Development

Nerium SkinCare, Inc. develops, formulates, and manufactures for the consumer a line of “first of its class” botanical skincare products for topical application. Nerium SkinCare’s product development is founded on the technology, core science, and continuing research of Nerium Biotechnology, Inc. at leading medical institutions, using the latest scientific methods and technology.

Nerium SkinCare’s unique product formulations utilize a new patent-pending extraction technology NBio-PL²™, and the resultant new Nerium extract, NAE-8™. This innovation combines the properties of *Nerium oleander* and Aloe Vera and provides the opportunity to develop an ever-expanding flow of unique dermal/topical skincare applications/products.

Nerium SkinCare’s product development starts with the science initiated at its USA-based environmentally responsible and earth-friendly farming operations, where fields of *Nerium oleander* plants provide the raw material (biomass) for the botanical extract NAE-8. Transitioning from the nursery environment to commercial farming, the company now has over twelve years of scientific experience commercially growing the *Nerium oleander* plant to provide a dedicated and renewable biomass resource reserved exclusively for biotechnology research, product development, and production. This provides the company the ability to control the entire process from seedlings through production to ensure quality and consistency.

The company’s product development and formulation is based on the philosophy of evidence-based research. Dennis Knocke, CEO of Nerium Biotechnology, says, “We strongly believe in sustainable, honest, and accountable practices, as well as maximum disclosure of information to meet regulatory compliance. We are committed and dedicated to offering skincare solutions that are based on proven science and actual customer success. We will not release any product without safety and evidence-based proof of product performance.”

As a commitment to quality, Nerium SkinCare does not compromise on what goes into its products. The quality of Nerium SkinCare’s products is a direct result of the investment into the people, scientific research, new technology, natural farming methods, biomass processing, product formulation, manufacturing and product safety testing.
With the development of Nerium SkinCare’s first skincare product, NeriumAD Age-Defying Treatment, a night cream, Nerium SkinCare reviewed multiple distribution and marketing channels for this new product launch. “Our team’s dedicated research determined that relationship marketing was the premier method to inform and educate consumers. All roads in determining how best to accomplish this led us directly to Jeff Olson, who is a recognized leader in the relationship marketing industry,” says Knocke. “Olson immediately understood and envisioned the opportunity and potential, his recognition of the history, science, barrier of entry for competition, control of the supply-line (Farm), patent-pending extraction process (NBio-PL²™ - Nerium/Aloe), new ingredient (NAE-8™), the potential for development of a broad range of products, and product safety/testing results led to the formation of Nerium International, LLC, founded and formed by Olson, and a dynamic new partnership.

Today, product distribution and marketing of Nerium SkinCare’s products is provided for through an exclusive licensing partnership between Nerium SkinCare, Inc. and Nerium International, LLC. “We are very excited with this new business relationship with Jeff Olson and are well positioned to build a major global brand. In addition, Nerium SkinCare is committed to expanding this relationship globally,” says Knocke.

“What has excited Nerium SkinCare the most with the Nerium International partnership is the business model and the level of expertise and experience that Jeff Olson brings to the table, as it is not his first time to discover a unique opportunity from which millions of consumers benefit,” states Knocke. “Olson has assembled a corporate team that is recognized as leaders with over 150 collective years of industry experience and, naturally, proven leadership and management skills. Nerium International has a proven marketing system with proprietary internet and software design that provides unrivaled capabilities. From a quick review of Nerium International’s website, it is easy to see that Nerium International provides the necessary tools and a very strong foundation for their Brand Partners’ [distributors’] success. Brand Partners are provided with personal and professional development opportunities, a personalized website with internet management and business tools, top quality marketing material, training and the internet capability to develop a strong social community.”

“Nerium SkinCare firmly believes that the independent business men and women who join Nerium International as Independent Brand Partners have a powerful opportunity for financial success in their own business, marketing an exclusive and unique product line providing benefit to the end user, with recognition and rewards along the way,” says Knocke.

“With the market launch of NeriumAD in the United States, the first eight months of this process has been very exciting and rewarding for Nerium SkinCare. We have observed Nerium International experience month over month of sales increases and increasing market acceptance. The massive growth experienced from the hard work and efforts provided by Nerium International and the Independent Brand Partners can only be described as phenomenal. The future looks bright as we continue to strengthen this relationship, add to our team, build additional product line, and expand internationally,” finishes Knocke.

Dennis R. Knocke, Chief Executive Officer and Chairman of the Board of Directors

Mr. Knocke attended Sam Houston State University in Huntsville, Texas. He has successfully founded and operated several start-up healthcare companies that were acquired by national and international business entities listed on the New York and London stock exchanges. Mr. Knocke was previously President of Bexar Credentials Verification, Inc., a start-up software technology company whose principals included the Bexar County Medical Society, the Texas Medical Liability Trust, and Florida Physicians Insurance Company. Prior to transitioning to Nerium Biotechnology, Inc., he served as Chief Operating Officer (COO) for Phoenix Biotechnology, Inc.
United States-based commercial farming operations have been established for the cultivation of the *Nerium oleander* plant. With an eye towards environmentally responsible and earth-friendly farming operations, fields of *Nerium oleander* provide the raw material for Nerium SkinCare’s botanical extracts. Utilizing strict biomedical field protocols, the farm provides a dedicated and renewable biomass resource reserved exclusively for biotechnology research, product development, and production. Thus, the commercial farming operations provide Nerium SkinCare the ability to control the entire process from seedlings through production to ensure quality and consistency. With twelve years of *Nerium oleander* commercial farming experience to date, Nerium SkinCare continues to focus on research, new technology, and scientific testing at the field level. The science behind Nerium SkinCare’s product development starts here.

Joel Curtis is the Director of Farm Operations for Nerium Biotechnology. Curtis has a degree in Entomology and minors in Horticulture and Chemistry. His science background and years of experience in growing *Nerium oleander*, coupled with his knowledge of farming techniques in orchards, are woven into the development of a nontraditional and unique *Nerium oleander* plantation. Current farming operations adhere to strict EPA protocols, utilizing selected natural growing procedures and products. Land utilization and field plant capacity have increased with the development of improved planting and irrigation techniques, and plans for future field expansion are in place.

Continuing research and utilization of modern farming methods and analysis has provided for increased yields, active component content, and quality of plant biomass. The optimum harvest periods have been identified, and proprietary technologies are utilized to mill the harvested *Nerium oleander* leaves into the biomass used for manufacturing of the botanical Nerium Extracts. Analytical testing continues at the biomass processing level for quality control and consistency.
The resulting proprietary *Nerium oleander* biomass is utilized in the new patent-pending extraction process NBio-PL²™. This unique process provides the Nerium extract NAE-8™ for Nerium SkinCare’s “first of class” product formulation and manufacturing.

From a historical perspective, the initial farming operations provided for the transition of the *Nerium oleander* plant from the nursery environment to commercial farming. It began with the establishment of a field for biotechnology research. At the time, there were no commercial *Nerium oleander* farming operations. The planting and irrigation techniques had not been developed. Says Curtis, “You could not go to the local farm equipment dealer and buy *Nerium oleander* harvesting equipment. Needless to say, the Commercial Farming Operations had to be built from the ground up.”

Curtis continues, “Today we have established the largest *Nerium oleander* farming operation in the United States, if not the world. We continue to increase field capacity with new planting and irrigation techniques, provide for development of new harvesting equipment, the expansion of biomass processing facilities, the development of proprietary processing techniques, and development of new biomass processing equipment for biotechnology research, product development, and commercial product production.”

All associated with this project are proud to join with the American farmer to provide a crop with the potential to provide humanitarian benefit. Curtis expresses his feelings this way: “To me, this is more than a field of dreams. It is truly a *field of life*.”

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**Joel Curtis, Director of Farming Operations**

Mr. Curtis served four illustrious years in the Navy before attending Texas A&M University in College Station, Texas, where he studied Entomology with minors in Horticulture and Chemistry. Since college, Mr. Curtis has devoted the majority of his career to the agricultural field, the highlights of which include: discovering the use of peanut oil as a diesel substitute, developing the Sol-Air Crop Dryer that dries peanuts in bulk, and owning and operating his current company, Seco Valley Orchard. This biomedical orchard is responsible for growing over 10,000 *Nerium oleander* shrubs, the leaves of which are harvested for use in NeriumAD Age-Defying Treatment.
The Science Behind: Nerium SkinCare

Nerium SkinCare is dedicated to “evidence-based” product development. Quite simply, the company believes that preclinical and clinical testing of its products is essential prior to the release of a given product to the public. Nerium SkinCare does not rely merely on published work by others, but provides for appropriately designed studies of its own to insure safety and efficacy.

When asked to describe the precautions and protocols that Nerium SkinCare uses to ensure it meets all safety standards, Dr. Robert Newman, scientific advisor to Nerium SkinCare, responded, “Both preclinical and clinical safety testing is performed on Nerium SkinCare products. Importantly, this is NOT done using animals. Rather, the research relies on in vitro cell culture, as well as actual human clinical studies. The clinical studies are carried out in volunteers, typically using small, defined areas of skin or other target tissue sites, which include additional safety precautions utilizing blood chemistry’s and CBC analysis for each participant. Once safety is assured, larger scale clinical testing and analysis is then done.”

The skincare market is filled with products that have little, if any, evidence-based research behind them. Often, what is saved in terms of research simply goes into marketing. Nerium SkinCare’s philosophy stands in stark contrast to that, as the company will not release any product without safety and evidence-based proof of product performance and efficacy.

The discovery of using Nerium oleander in a skincare capacity was truly accidental. Following this finding, scientific steps were taken to create a product harnessing the power of Nerium oleander. This process included the selection of appropriate product components (such as aloe), development of innovative technology related to the extraction of Nerium oleander leaves, unique blending of the aloe-based oleander extract into a useful cream-based cosmetic product, safety testing, and preclinical and clinical testing to assure product efficacy and utility.

Robert A. Newman, Ph.D. Chairman of the Scientific Advisory Board

Dr. Newman obtained his M.S. and Ph.D. degrees in Pharmacology and Toxicology from the University of Connecticut and then served in postdoctoral positions at the Medical School of the University of Georgia, as well as the Department of Biochemistry at the University of Vermont. He served as a faculty member at the University of Vermont Medical School for seven years and then spent a sabbatical year at Stanford University performing research on immune targeted therapy. He has spent the last 24 years at the University of Texas M. D. Anderson Cancer Center in Houston, Texas, where he served as the Founder and Co-Director of the Pharmaceutical Development Center. He has published over 300 articles dealing with the pharmacology, toxicology, and development of anticancer drugs. Dr. Newman remains actively involved in continuing research as Scientific Advisor to Nerium Biotechnology, Inc.
NeriumAD Age-Defying Treatment is a true breakthrough in anti-aging skincare that harnesses the patent-pending NAE-8 extract from the *Nerium oleander* plant. This extract, in conjunction with other synergistic, age-defying ingredients, is responsible for the creation of real results. This powerful formula allows NeriumAD to address multiple concerns at once.

**Intent of Use**
Third-party clinical trials conducted by ST&T Research show that NeriumAD Age-Defying Treatment dramatically reduces the appearance of fine lines and wrinkles, uneven skin texture, enlarged pores, and aging skin.

**Ingredients**
The ingredient list for NeriumAD Age-Defying Treatment is as follows: NAE-8 Proprietary Blend (Aloe Barbadensis Leaf, *Nerium Oleander* Leaf Extract), Aloe Barbadensis Leaf, Proprietary Protein (Collagen, Elastin, Glycosaminoglycans), Oryza Sativa Bran Oil, Stearic Acid, Cetearyl Glucoside and Cetearyl Alcohol, Glycerin, C14-22 Alcohol and C12-20 Alkyl Glucoside, Glyceryl Stearate, Ricinus Communis Seed Oil, Cetyl Alcohol, Olea Oil, Chondrus Crispus Powder, Sodium Borate, Dicaprylyl Ether, Hydrolyzed Quinoa, Sodium Isostearoyl Lactylate, Dimethicone, Sodium PCA, Proprietary Blend (Caprylyl Glycol, Glycerin, Glyceryl Caprylate, Phenylpropanol), Parfum, Sodium Hydroxymethylglycinate, Tocopherol.

**Safety Research**
The *Nerium oleander* plant has been used for centuries by traditional herbal practitioners, but due to various components of the plant, it has also been associated with negative stories. When researchers discovered the potential of the *Nerium oleander* extract in producing age-defying improvements in the appearance of skin, their first concern was for the safety of those using the product.
Nerium SkinCare™, Nerium™ International’s business partner, has developed topical skincare products based on an entirely new extraction process, NBio-PL²™, which combines the best of the properties with Aloe Vera. Nerium SkinCare™ is dedicated to sharing what has been learned through the development and testing of their new skincare products in terms of their ingredients and their effect. This research has shown their natural products to be safe and, in terms of effectiveness, better than what is available on the market today.

NeriumAD Age-Defying Treatment was formulated after more than 10 years of scientific research and clinical testing by scientists and medical professionals for Nerium SkinCare, Inc. The safety of NAE-8™, the Nerium oleander extract in NeriumAD, has been tested, documented, and confirmed throughout every phase of product testing. When tested in multiple studies over a 3-year period as a topical product, there was not one instance of toxicity based on absorption of NAE-8. All product studies have incorporated safety protocols, including the recent clinical testing of NeriumAD where:

“Subjects were required to provide blood samples for blood chemistries. As in previous studies, no adverse reactions were noted; blood analysis showed all subjects within normal ranges, there were no detectable cardiac glycosides in the blood.”

Nerium International is confident that you will not only find NeriumAD to be one of the most effective products you have used, but also one of the safest.

Clinical Trial Results
Because Nerium SkinCare™ is devoted to only bringing products to market that produce real results, it enlisted the services of the prominent ST&T Research firm to perform clinical trials on NeriumAD Age-Defying Treatment. ST&T Research was selected for their highly qualified specialists, who work in concert with the world’s finest universities, research institutions, product manufacturers, and legal and regulatory organizations. The participants for the NeriumAD clinical trial were randomly selected by ST&T without knowing any details about the product.

Using the most advanced facial scanning equipment available, ST&T Research set out to thoroughly test the effects of NeriumAD. ST&T's technology, which includes fluorescence spectroscopy and artificial intelligence, allows them to see what is happening on the skin’s surface. The results from NeriumAD’s clinical trial are based on hard data output from ST&T’s facial scanning equipment, which measures the improvement in the appearance of the subject’s skin. However, many well-known skincare companies base the results from their clinical studies on participants’ opinions or the visual grading of doctors rather than the scientific facial scanning method we employ. This means the efficacy of their products are determined by what subjects think or what a doctor observes instead of what a computer dictates. Although NeriumAD’s results can easily be seen by the naked eye, the percentages from our clinical trials are based solely on unbiased scientific data.
I just returned from an annual toxicology meeting in Las Vegas. As usual, we exhibited and shared product safety information and provided NeriumAD Age-Defying Treatment product samples to the attending MD, PhD, PharmD, FDA, FBI Toxicologist/Pharmacologist and Poison Control Center Directors, etc. We were also able to capture some video on NeriumAD safety, which can be viewed at this link: www.NeriumADSafety.com

I am very excited about how well this year’s meeting went. First, we initiated a new system to provide feedback from individuals receiving samples. This feedback from several hundred of these healthcare professionals will only add to our safety data. We also received very positive feedback from individuals who had taken samples last year.

Secondly, and more importantly, we were able to organize a NeriumAD Safety Panel Presentation/Discussion at the meeting. The panelists included five independent MD, Pediatric MD, PhD, PharmD, and professors of Pharmacology and Toxicology, one a former Medical Officer for the Food and Drug Administration. Needless to say, it was a very distinguished panel with the ability and credibility to speak to safety; and recognizable individuals to the members of the North American Congress of Clinical Toxicology. The presentation/discussion included the review of Dr. Newman’s research and ST&T clinical data, a review of the data base of the American Association of Poison Control Centers as it relates to Nerium oleander, comments about the confusion associated with the generic term “oleander,” comments about what is credible information on the Internet and myths about Nerium oleander, toxicity of NeriumAD as it relates to children, comparison to other safe products that contain toxic compounds, and the final consensus on the safety of NeriumAD. The conclusion of the panel was that NeriumAD was safe. I will share an overview of the presentations, discussion, and comments of this panel.

Since you are aware of Dr. Newman’s and ST&T’s research, I will start with commentary pertaining to toxic plants, where one panelist (a director from one of the Poison Control Centers, who has studied the National Poison Control Center database of all reports from plant-based poison incidents) commented specifically about Nerium oleander. He shared that the term “oleander” needs to be put in a generic term. There is Nerium oleander (used in NeriumAD), which is often mistaken for a different plant called Thevetia peruviana (referred to as yellow oleander), This yellow-flowered plant is responsible for a large number of toxic reports and is often confused as oleander in a generic sense. So when you hear “Nerium oleander,” you may confuse it with a plant which has a much more poisonous, toxic reputation, when it actually is not poisonous. This toxicologist’s word of advice was to not believe everything you read on the Internet relating to plants, particularly relating to Nerium oleander.
He referenced a number of myths that circulate about *Nerium oleander* and have been referenced on the Internet. As an example, one myth is that one leaf of *Nerium oleander* will kill a child. Another is that a group of Boy Scouts roasted hot dogs on *Nerium oleander* sticks and, as a consequence, all died. He referred to these examples as strictly myths. He shared his research on a rather large database that contains case studies of plant poisonings from the American Association of Poison Control Centers. He shared the unintentional and intentional data and put the data in perspective. In about 2.3 million plant exposures over the last 25 years, there have been only 43 deaths due to plant ingestion in the United States. None of them have involved *Nerium oleander*, and there are absolutely no fatalities associated.

A summary of the comments of another Pediatric MD at a prominent children's hospital and Professor of Toxicology and Pharmacology are as follows. The amount of oleander in the entire container of NeriumAD is a non-toxic dose, even to children. He went on to estimate that a one-year-old child could ingest the entire contents of 400 bottles of NeriumAD and it would still remain a non-toxic dose of NeriumAD. In addition, he commented that in all his years of experience, young children do not ingest significant volumes of creams and ointments. He shared that in his 40 years of private practice and experience with his associated Poison Control Center, he is not aware of even one death of a child by ingestion of creams or ointments, as young children are just not wired to ingest large quantities of these types of substances. He proceeded to comment on the NeriumAD container design and shared that the container presented a daunting challenge for the extraction of significant volumes of cream by adults, let alone young children.

Another MD, PhD, Medical Pharmacologist and Toxicologist shared a quote from Paracelsus (1493-1541), who said, “All things are poison and nothing is without poison.” However, “the dose makes the poison.” He noted that humans use and consume daily foods which are known to contain trace amounts of natural carcinogens and toxins (apricots, apples, tea, cocoa, coffee, cherries, black pepper, mushrooms, etc.). The risk is relative and it is “the amount consumed” that matters. He presented some examples of food containing toxins, such as potatoes and tomatoes, which contain Gycoalkaloids and Solenines. In addition, almonds, apricots, and cherries contain Cyanogenic Glycosides, castor beans contain Ricin, puffer fish contain Fugu, rhubarb contains xalates, and mushrooms contain Muscarine.

He also noted that Botox is one of the most toxic chemicals we have, but it has been possible to adjust the dose, allowing it to be used by thousands of individuals. He went on to cover ED50, TD50, LD50, Dose/Response Curve, Therapeutic Index, Margins of Safety, etc. At the end of the day, he commented that, “As a result of the studies, the study design, and data captured, NeriumAD has no evidence of toxicity and no absorption into the systemic circulation.” He concluded that the NeriumAD product is perfectly safe to use.

I should mention that at the end of the presentation, the best part was when one of the attendees stood up and announced that she had been using NeriumAD for a year now and loved it. In closing, this was a great meeting for all of us and I think the video will speak for itself.