



**References:** 1. Oral Nicotinamide Reduces Actinic Keratoses in Phase II Double-Blinded Randomized Controlled Trials; Devita Surjana, Gary M Halliday, Andrew J Martin, Fergal J Moloney, Diona L Damian; Journal of Investigative Dermatology (2012) 132, 1497–1500, published online 2 February 2012 2. A Phase 3 Randomized Trial of Nicotinamide for Skin-Cancer Chemoprevention; Andrew C. Chen, M.B., B.S., Andrew J. Martin, Ph.D., Bonita Choy, M.Med., Pablo Fernández-Peñas, Ph.D., Robyn A. Dalziel, Ph.D., Catriona A. McKenzie, M.B., B.S., Richard A. Scolyer, M.D., Haryana M. Dhillon, Ph.D., Janette L. Vardy, M.D., Anne Kricker, Ph.D., Gayathri St. George, M.Sc.Med., Niranthari Chinniah, M.B., B.S., Gary M. Halliday, D.Sc., and Diona L. Damian, Ph.D.; N Engl J Med 2015; 373:1618-26 3. Randomized, double-blinded, placebo controlled study to assess the effect of topical 1% nicotinamide on actinic keratoses, Moloney F, Vestergaard M, Radjokovic B, Damian D; British journal of dermatology, 2010, 162(5), 1138-1139 4. Enzyme plus light therapy to repair DNA damage in ultraviolet-B-irradiated human skin; Helger Stege, Len Roza, Arie A. Vink, Markus Grewe, Thomas Ruzicka, Susanne Grether-Beck S, and Krutmann; PNAS February 15, 2000 97 (4) 1790-1795



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# Nia-Sol

ACTINIC KERATOSIS:

## REDUCE YOUR RISK

Introducing **NEW Nia-Sol** by Lamelle Pharmaceuticals. An innovative inside-and-out protection system to significantly reduce the risk of actinic keratosis and pre-cancerous lesions.



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## A DANGEROUS CASCADE

Living in a sunny climate is a pleasure that comes with a problem – a high incidence of actinic keratosis (AK), a pre-cancerous lesion caused by unprotected sun exposure. Worse yet, within ten years, 10% of AK may convert to squamous cell carcinoma (SCC), the second most common form of skin cancer. Those most at risk would have fair skin, existing AK's or a history of a weakened immune system, such as transplant patients.

While being diligent about sunscreen is vital, research has shown this isn't enough to ensure optimal protection. Thus, we developed **NEW Nia-Sol** with these key learnings from our studies regarding unprotected sun exposure and its negative effects that include the following:

- Inflammation and the promotion of damaging free radicals associated with the progression of AK to SCC
- Damage to your DNA via the formation of dimers – 'kinks' in the structure of DNA – that can lead to mutations and cancer.
- Draining the cells of the energy they need to repair their DNA.
- UV-induced immunosuppression (the weakening of your immune system).
- A triggering of the overproduction of MMP-1, an enzyme that, when left unchecked and with constant sun exposure, will degrade healthy collagen leading to accelerated aging.



## YOUR VERY BEST DEFENSE

**NEW Nia-Sol Lotion, Gel and Capsules** by Lamelle Pharmaceuticals are the result of extensive research to protect your skin from the damaging effects of the sun while significantly reducing your risk of actinic keratoses and non-melanoma skin cancer. How? It delivers high concentrations of two superstar ingredients!

- **Nicotinamide** is a powerful anti-inflammatory vitamin. When taken orally and applied topically, it's associated with a lower incidence of AK. It also helps restore your skin's cellular energy to enable nucleotide excision repair (NER), a natural process that essentially "snips" out dangerous dimers. Nicotinamide is also proven to inhibit UV-related immunosuppression.
- **Photolyase** (Found in the Lotion and Gel) is a powerful DNA repair enzyme with the ability to seek out and correct dimers by an astonishing 93%. It also reduces collagen-damaging MMP-1 by 90% and reduces post-actinic damage.

### Who would need to take Nia-sol capsules and use Nia-sol Lotion?

- If you have lived most of your life in a sunny environment, such as the southern hemisphere
- Over the age of 50
- Men are at higher risk than women
- If you've been diagnosed with actinic keratosis or have had a 'sun damage' related rough spot removed from your skin by a doctor or dermatologist
- You tend to have lots of dry, rough spots that keep returning on sun-exposed areas such as your face, neck, chest and arms
- Some of these rough spots might become dry and flaky and don't tend to heal when you bump or scratch them

**To reap the benefits, take Nia-Sol capsules daily as per your healthcare practitioner's advice and apply Nia-Sol Lotion or Gel to red, flaky areas twice daily. The use of a high protection factor sunscreen is strongly advised.**

