



# Ecnaclyn



***Special skin treatment***



**Ecnaclyn**

## What is Ecnaclyn

Acne is the illness of skin mostly caused by hormonal imbalances and increased creation of skin oilness which makes positive environs for bacterias. As the result the tops of sebacious glands are blocked and pustules start to create followed by blemishes, redness and irritation.

The Acne suffers mostly pubescent teenagers but also about 5% of adult population.



## Forms of treatment

- Rx products (mostly antibiotics, hormonal treatment)
- Cosmetics - tonics, gels, creams (very popular category within youngsters, easily available)
- Food supplements – mostly vitamin tablets, tablets influencing hormonal balances



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## Ecnaclyn – product effects

- Ecnaclyn is food supplement which active ingredient is milk protein Praventin™ most commonly known as lactoferrin
- Ecnaclyn supports skin natural immunity to fight the acne bacteria (*Corynebacterium acne*)
- Ecnaclyn lowers the growth of acne bacterias
- Reduce blemishes, redness and irritation
- Repairs the damage of skin cells
- Positive effects on the skin already in 4 weeks time



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## Ecnaclyn key benefits

- Helps without the respect to origin of acne unlike the closest competitors in FS category (see argumentary in enclosure)
- Naturally deliver health from the inside unlike the topical treatments (support immunity system of skin which start to fight with acne bacteria itself)
- Easy usage unlike the topical treatments
- Effective reduction of acne is proven by consumer study. Positive effects on the skin already in 4 weeks time. Recommended time of treatment 8 weeks.



## Consumer study

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The effectiveness of Praventin™ and its skin benefits were tested in two consumer studies. The studies demonstrated the progress of improved skin appearance through daily dietary supplementation of **200 mg over an 8 week period**. Results were analyzed by an independent dermatologist.

The internal approach resulted in a **71% decrease of blemishes after one month and 95% decrease in blemishes after two months**.



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## Noticeable improvement in the skin

BEFORE

AFTER





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The volunteers in the study were asked a set of questions on how Praventin™ supported their skin health: 76% saw a **noticeable improvement in their skin**, and 83% said they would continue to take Praventin™.



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***Ecnaclyn acting from inside***