



Immune Beauty: A Holistic Inside-Out Philosophy

Several years ago researchers at the University of Mississippi discovered a component in aloe that exhibited strong immune support properties, which they called Aloeride. Armed with the belief that beautiful skin is a reflection of a healthy body, executives at Aloe Health Marketing Concepts (AHMC)/Aloeiotics Research Labs, New York, NY, hopes to take that research to new heights.

"Aloeride deserves more clinical investigation beyond what's been done at the University of Mississippi," said Denise DeBaun, president and CEO of Aloeiotics' Research Labs, New York, NY, and marketing/communications manager, AHMC. "We want to be the company that takes this ingredient to the next level."

AHMC licensed Aloeride from the University of Mississippi's National Center for Natural Products Research (NCNPR) a few years ago. NCNPR was responsible for the isolation of the active fraction of aloe, which AHMC claims contains the beneficial effects frequently attributed to this botanical. According to the company, when Aloeride is used topically and orally, it somehow leads to increased skin elasticity, improved skin texture and smoothness. More specifically, Aloeride helps stimulate the immune system to produce robust levels of antibodies, which engage and destroy invading microbes and damaged cellular material, while leaving cell DNA intact. Healthy skin cells reform with the original genetic blueprint, leading to increased skin elasticity, improved skin texture and smoothness, and increased skin cell turnover to help visibly reduce the signs of aging.

Dr. David Pasco and colleagues at the University of Mississippi were able to isolate the Aloeride fraction in aloe, which itself was a major discovery. But Ms. DeBaun says the researchers didn't stop there. "They went a step further, demonstrating that the majority of immune support with respect to the activation of monocytes attrib-

uted to aloe comes from this specific fraction," she said.

So far, AHMC has completed its own study to support Aloeride's value as a topical ingredient. "We have already conducted clinical trials on our specific aloe ingredient, Aloeride, in the area of skin health. We completed our clinical trials last year and published the results last September," Ms. DeBaun said. Shortly, the company will commence trials on Aloeride and its effectiveness as an internal skin health and beauty ingredient.

According to Ms. DeBaun, following a pilot study currently underway, a new double-blind, placebo-controlled trial on Aloeride will recruit 80 subjects with a goal of ending with 70 subjects. The subjects will be divided into two groups, which will consume a supplement containing Aloeride or a placebo for a period of 12 weeks. In the end, researchers will be looking to determine the effects on skin elasticity, smoothness and wrinkles. Secondly, the researchers will be examining the possible effects of Aloeride on inflammation and cold and flu symptoms. Due to previous positive study results, the company has ramped up production so it can mass produce Aloeride for its relevant markets. In addition, it has successfully converted the botanical to extract form and created several formulations for licensing purposes.

AHMC's value proposition comprises intellectual property, proprietary production processes and clinical studies for oral and topical applications containing Aloeride. In the future, Ms. DeBaun believes Aloeride will capture significant market share in both the nutraceutical and cosmeceutical markets. "AHMC was formed specifically to manufacture and commercialize this fraction for the personal care, nutritional supplement and beverage markets. We have the ability to process this ingredient according to the market we are going after," said Ms. DeBaun.

For now, the future is theirs, or at least for the next 17 years until its exclusive license of Aloeride runs out. ■

