

Press Contact:  
AngieGfelleg  
336-722-2338  
AngieGfeller@revivalsoy.com

**FOR IMMEDIATE RELEASE**

## **BEAUTY FROM THE INSIDE OUT**

### **First Human Study Shows Soy Improves Appearance of Skin, Hair and Nails**

---

**Winston-Salem, NC, January 2006**—Research now shows that consumption of soy protein, which is rich in soy antioxidants, can improve the appearance of skin, hair and nails. Soy, already recommended by doctors for its health advantages—including weight management, menopause relief, heart disease reduction and bone health support, now adds “beauty from the inside out” to its growing list of benefits.

Aging, hormonal changes and lifestyle factors such as sun exposure, smoking, poor diet and stress can adversely affect the appearance of skin complexion, induce wrinkles and cause thinning hair and brittle nails. The American Academy of Anti-Aging Medicine reports that in order to help avoid these signs of aging, individuals over the age of 50 spend approximately \$44 billion dollars annually to augment their looks and appear younger. In addition to smart protective steps, like using sunscreen and avoiding smoking, consuming protein and antioxidant-rich foods such as soy can have a positive impact on the health of skin, hair and nails.

The study, conducted by board-certified dermatologist Dr. Zoe Draelos, MD, confirms that soy can fight the signs of aging. Previous laboratory and topical studies have shown that soy can stimulate collagen production while preventing collagen breakdown, but this is the first study to examine soy consumption and beauty in humans. All of the 40 participants, ages 50 to 65, had mild to moderate photoaging and were not regular soy consumers. For a total of six months the women in the study consumed either one Revival® Soy shake or were part of the control group who received no dietary intervention. The study results are based on both subjective self-analysis from the individuals and thorough objective dermatologic examinations.

The results of the study were as follows:

**SKIN**—93% of women showed significant improvements in skin. Skin flaking and discoloration were reduced after 3 months, while reductions in skin wrinkling were seen after 6 months of daily soy consumption.

**HAIR**—Significant improvements in hair roughness, dullness, manageability, and overall assessment were seen after 6 months of daily soy consumption.

**NAILS**—Significance improvements in nail roughness, ridging, flaking, splitting and overall appearance were seen after only 6 months of daily soy consumption.

In addition to lotions and treatments, women can now add one Revival® Soy shake or bar into their daily diet to fight the signs of aging skin, hair and nails. Revival® Soy shakes and bars deliver 20 grams of protein and 160 milligrams of soy isoflavone antioxidants, believed to be the primary source of the beauty benefits of soy. Both products are available in a variety of flavors.

Revival® Soy (<http://www.RevivalSoy.com>) products are based on a proprietary soy formula, using a patented natural concentration process, developed by Aaron Tabor, MD. Revival® Soy is recommended by more doctors than any other soy protein supplement because of its high isoflavone content, high-quality protein, clinically backed research and superb taste. Just one Revival® Soy bar or shake provides the same amount of health-enhancing soy isoflavones found in 6 cups of a typical soymilk, but with up to 90% less fat. The line includes soy bars, shakes, chips, pasta, nuts and “coffee”.

Revival® Soy participates in double-blinded, placebo-controlled human clinical studies at some of America's top medical schools and hospitals. The company currently has 30 Revival® studies at various stages of design or completion. For more information or to order products, log on to [www.RevivalSoy.com](http://www.RevivalSoy.com) or call 1-800-REVIVAL.

###