



**FOR DRY SKIN THAT
JUST WON'T GO AWAY**

FEATURES & BENEFITS

- Relieves dry, cracked skin in days
- Addresses a fundamental cause of dry skin by supplying *OMEGA-6* oils directly to skin cells
- Non-prescription. Clinically-proven. Fragrance-free
- Dermatologist and Diabetes Educator recommended
- Clinically tested with an 82% success rate
- Provides both immediate AND long-term improvement



Borage Dry Skin Therapy[®] is a natural and effective way to relieve chronic dry skin as well as conditions caused by diabetes and some forms of eczema and atopic dermatitis -- conditions which studies show may be caused by a deficiency of the *omega-6* fatty acid, GLA. GLA deficiency is a common occurrence and affects an estimated 1 out of every 3 individuals.

Borage Dry Skin Therapy[®] contains borage oil which has been clinically proven to supply the skin with GLA and relieve the symptoms of many chronic skin problems.

Available formulas: Lotion. Hand Cream. Foot Cream. Children's Lotion.



Borage Dry Skin Therapy®

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DESCRIPTION

Borage Dry Skin Therapy® is a unique line of therapeutic lotions and creams developed and manufactured by ShiKai Products with natural ingredients that provide highly effective non-prescription relief for severe dry skin conditions.

PRODUCT LINE

There are currently four products: Body Lotion, Hand Cream, Foot Cream, Children's Lotion.

WHY IT'S DIFFERENT

Traditional moisturizers work only on the surface. ShiKai Borage Dry Skin Therapy® works on the cellular level from within.

WHY IT WORKS

Many chronic dry skin problems result from a deficiency of *gamma*-linolenic acid (GLA), a vital *omega*-6 fatty acid that is required for the formation and maintenance of healthy skin cell membranes and isn't available in our diet. Borage oil, the main active ingredient in Borage Dry Skin Therapy®, is the best source for GLA. Clinical studies prove that borage oil, when applied to the skin, can have a beneficial effect on serious skin disorders such as atopic dermatitis and eczema.*

HOW IT WORKS

The unique combination of ingredients in ShiKai Borage Dry Skin Therapy® effectively transports GLA to cells below the skin's surface, resulting in healthy skin cell membranes that are able to retain more moisture.

WHO SHOULD USE IT?

ShiKai Borage Dry Skin Therapy® is recommended for anyone who suffers from chronic dry, red, itchy skin. It is specially designed for people who do not naturally produce enough of the enzyme needed to make GLA, including maturing adults, infants, children, teens, people with diabetes or eczema, and people undergoing chemotherapy.

ACTIVE INGREDIENTS

Borage oil, L-Ergothioneine, Vitamin C, and Vitamin E

BORAGE OIL

Borage oil contains up to 24% of the *omega*-6 fatty acid, GLA. It is obtained from the borage plant, a common herb which is sometimes called the blue starflower. The borage plant is superior to other sources for GLA since it contains the highest percentage. However it is difficult to harvest, difficult to stabilize and therefore expensive and rarely used.

L-ERGOTHIONEINE

An amino acid and a powerful anti-oxidant, L-ergothioneine assists cell membranes in transporting GLA to where it can be utilized by the body. It also promotes epikinesis, or "skin energy".

VITAMIN C

Vitamin C is another anti-oxidant and has many well known positive effects on skin. In the ShiKai Borage Dry Skin Therapy® products, it also works hand-in-hand with L-ergothioneine to create the most effective fatty acid transport system possible.

VITAMIN E


Like vitamin C, vitamin E has a dual purpose in ShiKai Borage Dry Skin Therapy®. It too is a potent anti-oxidant that is known to be very beneficial for the skin. It serves to keep the borage oil stable and consequently highly effective.


* British Journal of Dermatology. For additional information on clinical studies, please contact ShiKai Products





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PRODUCTS

Borage Dry Skin Therapy® Lotion			
	UPC	Size/Packaging	SRP
	81738 40202	8 oz/bottle, box	\$13.50
	Description: For treatment of skin disorders caused by a deficiency of the <i>omega-6</i> fatty acid, GLA. Can be effective at relieving symptoms caused by atopic dermatitis, eczema, diabetes, chemotherapy, chemical and environmental exposure. For use on the entire body.		

Borage Dry Skin Therapy® Hand Cream			
	UPC	Size/Packaging	SRP
	81738 40222	2.5 oz/tube, box	\$7.50
	Description: For treatment of skin disorders caused by a deficiency of the <i>omega-6</i> fatty acid, GLA. Can be effective at relieving symptoms caused by atopic dermatitis, eczema, diabetes, chemotherapy, chemical and environmental exposure. Concentrated. Protects against cracking. For use on hands, elbows, knees.		

Borage Dry Skin Therapy® Foot Cream			
	UPC	Size/Packaging	SRP
	81738 40250	4.2 oz/tube, sleeve	\$10.50
	Description: For treatment of skin disorders caused by a deficiency of the <i>omega-6</i> fatty acid, GLA. Can be effective at relieving symptoms caused by atopic dermatitis, eczema, diabetes, chemotherapy, chemical and environmental exposure. Concentrated. Protects against cracking. For use on feet.		

Borage Dry Skin Therapy® Children's Lotion			
	UPC	Size/Packaging	SRP
	81738 40201	8 oz/bottle, box	\$12.00
	Description: For treatment of skin disorders caused by a deficiency of the <i>omega-6</i> fatty acid, GLA. Can be effective at relieving symptoms caused by atopic dermatitis, eczema, diabetes, chemotherapy, Cradle cap. Formulated for infants, children, teens. For use on the entire body.		



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MARKETING

CLINICAL TRIAL RESULTS: Efficacy in Patients with Chronic Dry Skin Conditions

Study Center	Health & Wellness Centre, Canada
Objective	Determination of efficacy of ShiKai Borage Lotion for various chronic skin conditions
Participants	82 patients
Conditions	Diabetic dry skin, chronic dry skin, eczema, atopic dermatitis
Results	<ul style="list-style-type: none"> • 78% reported improvement in softness • 79% reported improvement in healing • 82% reported reduction in redness • 77% reported reduction in itching
Conclusion	Daily topical application of ShiKai Borage Lotion had a significant positive effect on chronic dry skin associated with diabetes, eczema, and atopic dermatitis.

DIABETES EDUCATOR MARKETING SURVEY

As a result of a marketing survey, Diabetes Educators recommended Borage Dry Skin Therapy® to at least 3,831 individuals with mostly type-2 diabetes.

Patient and Educator/Nurse feedback on the benefits of Borage Dry Skin Therapy® for these 3,831 people in this survey was almost 100% positive.

Almost all said they were likely to recommend Borage Dry Skin Therapy® to their patients in the future.

“Patients have come back stating that this lotion has made such a difference in the feel of their skin.”

C. Poret, MSN, RN, CNS

“Most patients have had a positive response. Many of my patients are using this skin care product exclusively.”

S. Justice, MSN-FNP, RN

“I used this lotion as I have diabetes myself. I think it’s an excellent product.”

L. Langley, RN, Diabetes Educator



SCIENCE

It is estimated that 1 in 3 people experience persistent and recurring dry skin, often throughout their lives. Why is this?

According to well-documented clinical research, dry skin can occur as a result of an impaired ability to manufacture *gamma*-linolenic acid (GLA), an *OMEGA*-6 fatty acid crucial in the development of healthy skin cells.¹ Used for a number of key functions throughout the body, GLA is a building block in the formation of cell membranes. Without it, skin cell membranes are unable to retain adequate moisture levels, resulting in dry skin.

Gamma-linolenic acid is a "good" *OMEGA*-6 fat that the human body is fully capable of producing for itself, under normal circumstances. The creation of GLA within the body begins with linoleic acid (LA), an essential fatty acid that we get in our diets. Generally, the body has a plentiful supply of linoleic acid since it is commonly found in almost all edible vegetable oils. Once inside the body, linoleic acid is acted upon by a key enzyme called *delta*-6-desaturase (D6D), which biochemically converts LA into GLA.

Without D6D, the body would not be able to manufacture GLA, regardless of how much linoleic acid was present. From that point, GLA is further converted, via a sequence of biochemical steps, into an extremely important compound called prostaglandin E1 (PGE1). This molecule acts as a potent anti-inflammatory on the skin, is key in regulating water loss, and protects skin cells from injury and damage.²

The D6D enzyme, which catalyzes the conversion of LA into GLA,

is often referred to as a "lazy" enzyme. That is to say, it can be slow in doing its job, and under some conditions may actually be impaired. Evidence strongly suggests that a reduction in the activity of the D6D enzyme, resulting in decreased synthesis of PGE1, may be responsible for dry skin and transepidermal water loss.

Although the body is unable to manufacture GLA without D6D, there are other ways of providing the body with the steady supply of GLA that it needs – oral supplements and topical application being the two main ones. Studies have shown that topically applied GLA has a positive impact on chronic dry skin and other skin conditions. Topical application of GLA circumvents the issue of impaired, or altogether absent D6D levels, by introducing the *OMEGA*-6 fatty acid directly into the body, where it undergoes its normal conversion into PGE1. From that point forward, PGE1 assumes its role in anti-inflammatory and water-retention functions.

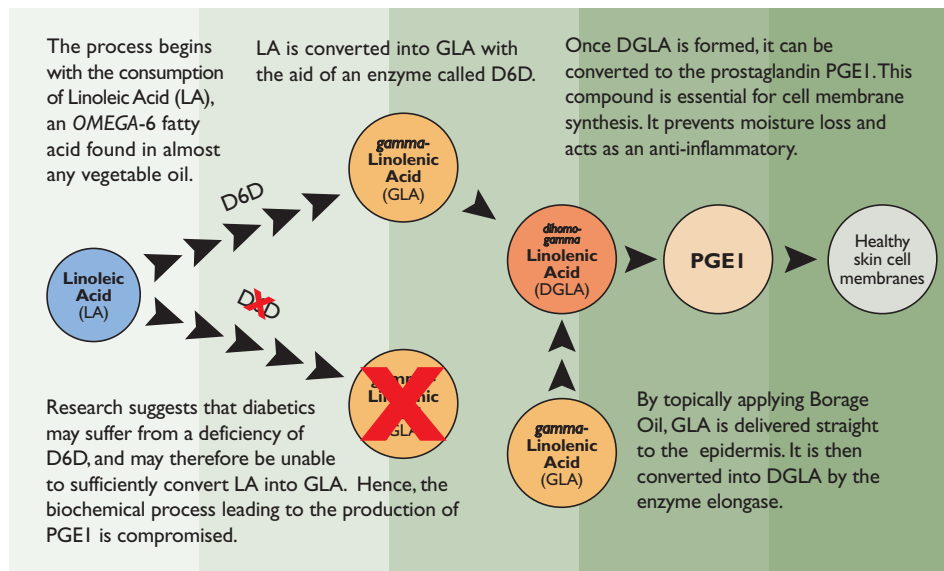
Borage oil is the richest known source of GLA (24%). This oil is extracted from the seeds of the borage plant (*borago officinalis*), a wildflower commonly known as the blue starflower and used for thousands of years for its medicinal qualities. Because of its exceptional concentration of GLA, borage oil is used as the fundamental ingredient in all ShiKai Borage Therapy® formulations.

References

¹ Horrobin, DF. 1997. "Essential Fatty Acids in the Management of Impaired Nerve Function in Diabetes". *Diabetes*. 46(2S):S90.

² Ziboh, V and Miller, C. 1990. "Essential fatty acids and polyunsaturated fatty acids: Significance in Cutaneous Biology". *Annu. Rev. Nutr.* 10:433.

OMEGA-6 BIOCHEMICAL PATHWAYS

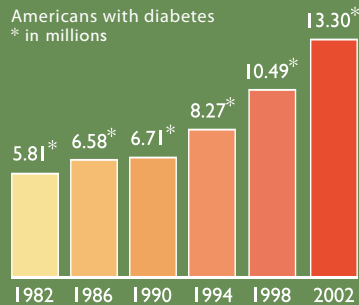




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GROWTH of DIABETES in the U.S.

Diabetes rates are growing at an alarming rate in the U.S. From 1980 through 2002, the number of Americans diagnosed with diabetes more than doubled (from 5.8 million to 13.3 million).



It is estimated that 18.2 million Americans (both diagnosed and undiagnosed) are living with diabetes. This is 6.3% of the U.S. population.

87% of Americans with diabetes suffer from lower extremity dry skin.

Diabetics account for one out of every seven dollars spent on health care.

25% of all pharmacy sales are diabetes related.

Sources: Center for Disease Control and Prevention, National Institute of Health, US Census Data.

HOW BORAGE THERAPY BENEFITS DIABETIC DRY SKIN

In order to create and maintain moist, resilient and healthy skin, our cells require an essential fatty acid called *gamma*-linolenic acid. GLA is not available in our diet; instead, our body must make it via a complex metabolic process. This process requires an enzyme called *delta*-6-desaturase. This D6D enzyme converts certain vegetable oils that we eat into GLA.

Among people who suffer from diabetes and elevated blood sugar levels, however, this D6D enzyme can be impaired and unable to produce enough GLA. This situation can be compounded as we get older by the slowing down of enzyme activity that naturally occurs with aging. The result can be a shortage of GLA in the system. This can lead to the chronic, severely dry skin that affects so many people who suffer from both type I and type II diabetes.

Borage Dry Skin Therapy® can help. It is a totally new concept in skin care which supplies the skin directly with GLA in the form of borage oil. Borage oil is the highest yield source (24%) of GLA. If used regularly, Borage Dry Skin Therapy® can provide immediate relief as well as long term improvement.

*"... [my patients'] very dry skin has not responded to other lotions. We are pleased with the results of your product."

S.C. (RN, CDE)

*"I use the body lotion as I have diabetes and dry skin myself. I think it is an excellent product."

L.L. (RN, BSN)

*"We have been pleased with the overall improvement in our clients' skin conditions. It is by far one of the better therapies we've seen for diabetic skin."

G.P. (RN, MSN)

*"This is the first lotion I have tried that works ... I find it to be excellent."

J.H.

*These comments were recorded as a result of a ShiKai survey conducted with Borage Dry Skin Therapy® Lotion and a group of Diabetes Educators



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BABIES, BORAGE and CRADLE CAP

A clinical study* using borage oil on infants suffering from severe seborrheic dermatitis, commonly called "cradle cap", showed significant results:

The babies were treated twice a day with topically applied borage oil. Within 2 weeks the condition cleared up.

If treatment was discontinued, the symptoms returned within 1 week. However, if treatment was maintained until the infants became 7 months old and then stopped, there was no relapse.

CONCLUSION

The hypothesis was that these infants were born with an immature enzyme system and unable to product enough GLA, giving rise to the symptoms of cradle cap. Borage oil corrected the symptoms by suppling GLA until the infants own enzyme systems matured.

**British Journal of Dermatology,*



HOW BORAGE THERAPY BENEFITS INFANTS AND CHILDREN WITH DRY ITCHY SKIN, CRADLE CAP & MORE ...

In order to create and maintain moist, resilient and healthy skin, our cells require an essential fatty acid called *gamma*-linolenic acid. GLA is not available in our diet; instead, our body must make it via a complex metabolic process. This process requires an enzyme called *delta*-6-desaturase. This D6D enzyme converts certain vegetable oils that we eat into GLA.

Many people including infants and children, as well as adults, simply do not have enough of this enzyme and may experience skin problems of one sort or another as a result.

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"My daughter has had eczema since she was 6 months old. I have been to several doctors and tried many different treatments. Borage [Lotion] is the only thing that has worked -- the difference is like night and day."

L.W. Naples, FL

"I just recently tried your Borage Lotion on my infant who has eczema and cradle cap. Nothing has helped until now."

N.R. Mal Vern, PA

"I have used [Borage Lotion] on my grandson and it has helped his dry skin. We had tried everything and nothing seemed to help."

E.F. Abilene, TX



BORAGE, A TRULY REMARKABLE HERB

Borage (*borago officinalis*), commonly called “starflower”, is a well known herb which is indigenous to North Europe, North Africa and Asia Minor but can now be found in almost all temperate regions of the world.

The plant grows 18” to 36” high and spreads 12” to 20” wide. The leaves can become straggly and messy, but its abundant bright blue, star-shaped flowers, which bloom most of the summer, make the plant one of the prettiest and most colorful herbs. It can frequently be found bordering herb and vegetable gardens, and it is reported that fields of cultivated borage plants in North America create a vivid green and purple landscape.

Borage has a long and colorful history which dates back to Roman times when it was purported to “dispel melancholy and induce euphoria”. The historian, Pliny, wrote about its virtues in his *Historia Naturalis*. He described it as an anti-depressant “because it maketh a man merrie & joyfull”. In Elizabethan times, the flowers were considered to “make the mind glad”.

Today, borage is commercially grown for the very valuable oil found in its seeds. The great value of this oil is that it produces the highest yield (up to 24%) of *gamma*-linolenic acid. Interest in GLA and borage has intensified within the last 10 to 20 years as research has revealed the great benefits and far-reaching effects of this *OMEGA-6* fatty acid.



borago officinalis



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THE COMPANY

ShiKai® is a leading specialist in natural skin and hair care. The company has a 35 year history developing and manufacturing products that are safe and effective and which use only the finest ingredients available.

ShiKai is well known in the natural products' industry for providing consumers with skin and hair care products that do exactly what they claim to do. The company is committed to bringing effective products to market that are not harmful to consumers, animals or the environment. From therapeutic products such as Borage Dry Skin Therapy lotions and creams, developed to heal severe, chronic dry skin problems, to the luxurious Moisturizing Bath and Shower Gels with oatmeal and aloe, consumers and retailers alike trust that ShiKai's products are both safe and effective. In addition, the company produces rich Hand & Body lotions, natural Shampoos and Conditioners and a full line of natural color enhancing hair care products called Color Reflect.

Dr. Dennis T. Sepp, a pharmaceutical chemist, founded ShiKai in 1972 and continues today as president and product developer. All ShiKai products are formulated, produced and packaged at their facility in Santa Rosa, CA.

ShiKai is a company that stands proudly behind all its products. Dr. Sepp personally develops every product, using the highest quality ingredients available for the greatest effectiveness. Each product contains an active natural ingredient that achieves the specific desired result.

ShiKai products are available nationally in natural products and other specialty stores, selected pharmacies and salons.