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GROUND-BREAKING ANTI-AGEING SKINCARE LINE TO LAUNCH AT SAKS FIFTH AVENUE!

New York, February 20, 2008 – Skin Nutrition, the new age-defying skin care product line, which has been making waves all over the world with its ground-breaking face, body and nutrition “wellness” concept, is set for its first US top-end department store launch in April with Saks Fifth Avenue.

Last year Skin Nutrition made it’s US debut at Cosmoprof North America where it had a tremendous reception and was a huge success amongst the buyers and distributors who attended the show. The show organizers do not award prizes, but unofficially Skin Nutrition was called “the best brand”, “the best product”, and “the best packaging” at the show!

Skin Nutrition has had further successes in Europe and the Far East and is well ahead of its international roll-out plans. Skin Nutrition CEO, Richard Purvis said “we have been overwhelmed, but delighted with the response. We knew we had a great product and felt it would be well received, but we never anticipated the kind of reaction we have been getting all over the world”. We have now secured distribution and top end retail and skin care clinic accounts in the US, UK, EU, several key Asian countries, and Australia”.

Skin Nutrition Technical Director/Formulator and internationally acclaimed cosmetic scientist John Knowlton C.Chem, MRSC, Dip Cos. Sci (GB), said “we have pre-empted a trend by introducing a total body wellness concept that includes a range of state-of-the-art, technologically-advanced peptide face serums with significant wrinkle reduction, complexion enhancing, and skin resurfacing properties; body treatments with highly active marine extracts that tone and restore, and nutritional supplements that reduce internal inflammation, while promoting healthy skin .

Knowlton goes on to say “Skin Nutrition takes a radically different approach to skin care and is treatment-based, rather than a typical ‘cleanse and moisturize’, for ‘different skin types’ product. The actinic ageing process affects everyone irrespective of ‘dry’, ‘oily’, or ‘combination’ skin types and Skin Nutrition is 100% focused on targeting and reversing this. Skin Nutrition takes a bilateral approach, combating cellular inflammation internally, where premature ageing starts, and by repairing and reversing the visible signs of ageing on the surface of the skin.

Skin Nutrition is able to achieve results by way of utilizing the very latest, highly active, state-of-the-art, biotechnologically-engineered, ingredients, combined with the most potent botanical

extracts from nature, utilized in synergistic blends, at their maximum levels, delivered via uniquely designed excipients for maximum and optimal penetration.

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