

May 7, 2013

Hilary Rowland
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Dear Hilary,

Last month I emailed a release to you announcing a new skin care product from Kara Vita that reverses the appearance of aging and sun damage. As promised, I'm now enclosing a sample of the product, Secret Code DNArescue™ Spray Lotion, which we hope you'll try yourself.

Our genetic code controls our skin's sensitivity, appearance and aging process, so Kara Vita set out to protect DNA from damage to maintain younger-looking skin. Secret Code helps skin resist cell death and damage caused by the sun by targeting the most fundamental element of the skin -- the DNA blueprint. The formula shields and rescues skin from UVB- and UVA-induced damage while also preventing future damage. Secret Code supports natural rejuvenation down to a deeper layer of skin, while hydrating, moisturizing, soothing, fueling skin cells and reducing inflammation.

This product is suggested for men and women of all ages and aids in maintaining younger-looking skin. By applying Secret Code twice daily, we can expect to see improved skin after two weeks.

I've also enclosed an additional copy of the press release with detailed information on the technology and overall development of the product. We hope that you will enjoy Secret Code DNArescue Spray Lotion and find it to be an essential part of your daily skincare regime.

I'll be in touch to follow up on your interest in a product review or an interview with the company's founder and chief product developer, Deborah Duffey. I've also enclosed my card and invite you to contact me if you have any questions or comments.

Sincerely,

Suzie Boland
President

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Kara Vita Launches Revolutionary Anti-Aging Product: *Boosts Skin's Ability to Preserve the Integrity of Its DNA*

ST. PETERSBURG, Fla. – (April 4, 2013) -- Kara Vita (<http://www.karavita.com>) has announced the development of Secret Code™ DNArescue™ Spray Lotion, a revolutionary new product that facilitates the skin's natural ability to resist and prevent cell death and damage caused by the sun.

“We began the development process for Secret Code in 2010 to create a product that would address the all-too-prevalent problem of premature aging caused by UV damage,” says Deborah Duffey, president and chief product development officer. “This product delivers unprecedented care at the DNA level while providing a unique application experience. This is a huge advance in skin care for people of all ages and skin types.”

The desire to create a product to shield DNA from UVB and UVA cellular absorption led Duffey to research being conducted on artemia (plankton) in hyper-mineral lakes in France. Artemia contains a chemical compound or nucleotide, tradenamed GP4G®, which stores energy, protects DNA and enables the artemia to survive the environmental stress when lake temperatures drop. Numerous clinical studies in France confirmed that the GP4G was capable of helping to protect the skin from UV aggression, thereby preserving the DNA integrity.

The resulting Kara Vita Secret Code formula -- which includes an additional proprietary blend of antioxidants, adaptogenic extracts that balance the body, moisturizers and wrinkle-fighters -- helps inhibit cell death and slow cell mutation that results from UV light exposure. It then transports these constituents inside the skin in an all-natural patented delivery system

tradenamed Lyphazome[®] Technology. Lyphazomes guarantee a slow release of the nutrients, so the skin cells can receive the best bioavailable uptake. “Results after only two weeks include a reduction in inflammation, improved skin texture, tone and an allover healthier appearance,” says Duffey.

Kara Vita uses a rare and cutting-edge phase inversion temperature technology (PIT emulsion technology) that produces a lotion with very small, droplet-size particles that cover a larger surface area. These mini-particles, combined with the expanded surface area, create the most effective moisturizing emulsion technology available today. The fine mist turns into a soothing full-coverage lotion that leaves a luminescent finish when sprayed onto the skin. It is cooling, hydrating and gentle enough for daily use by all ages and skin types.

About Kara Vita:

Kara Vita is a subsidiary of Dermazone Solutions, Inc. (<http://www.dermazone.com>), based in St. Petersburg, Fla., that has been creating and manufacturing topical cosmeceuticals and pharmaceuticals for more than a decade, and is known for optimizing natural and drug-active ingredients with their proprietary [Lyphazome[®] Technology](#).

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