



FOR IMMEDIATE RELEASE

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FemmeScience: New Skincare for a New Generation

MIAMI, FLORIDA – March 24, 2010 – Studies have shown that the earlier women begin using anti-aging and advanced skin care products, the better-looking their skin will be for a longer period of time. A new skincare line has recently launched a complete line of products that are designed specifically to maintain the vitality and radiance of youthful skin. **FemmeScience** skincare is for the new generation of modern women who understands that it's never too soon to start preserving, maintaining and treating youthful skin in order to prolong the visible signs of aging.

Today's young, intelligent, savvy woman has gotten lost in the skincare shuffle. She's not battling teenage acne anymore, and her skin doesn't yet need the heavy-duty treatments formulated for mature skin. She is beginning to experience those pesky first signs of aging like sun spots, fine lines, dullness, and loss of elasticity, and she wants to preserve her vibrant skin by combating those issues and preventing future damage. But in today's skincare market, it's tough finding a skincare line that specifically addresses her concerns. What is a girl to do? **FemmeScience** launched in 2010 with an initial line of seven products including an anti-aging treatment, face cleanser, under eye cream, nighttime moisturizer, face mask, body polish, and body cream, all scientifically developed to address the needs of youthful skin. The company has developed a unique and distinctive alternative that balances the science of young skin with technological innovation to preserve a brilliant and youthful look for years to come.

FemmeScience offers professional-grade skincare based on cosmeceutically active ingredients that deliver maximum efficacy and visible results. **FemmeScience** helps young women maintain the beauty of their skin while addressing concerns specific to them, including sensitivity, dryness, dullness, and the very first signs of age. A departure from overpriced skincare lines designed for older skin, **FemmeScience** stands alone as the only effective and premium skincare line that focuses on skin preservation and is specially formulated for youthful skin. Products range in price from \$27–\$54.

FemmeScience utilizes a cutting-edge approach to engage with its modern customer base. The website, www.femmescience.com, features exciting content, interactive elements and a forum for customer feedback. Customers can become a fan of **FemmeScience** on Facebook (www.facebook.com/FemmeScience) and can follow the company on Twitter (www.twitter.com/FemmeScience). **FemmeScience** products are distributed exclusively via the company's website or by calling **1-877-336-6325**.

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Preserve Your Youth with FemmeScience's Age Control

MIAMI, FLORIDA – March 24, 2010 – Many young women don't realize they need to start caring for their skin while young, healthy and beautiful. Numerous studies have shown that the earlier a woman begins using an anti-aging product, the better her skin will look for a longer period of time. **Age Control**, the flagship product from skincare company **FemmeScience**, is a skin preservation treatment formulated to address the very first signs of aging and help prevent future age-related damage.

The revolutionary **Age Control** combines Retinol, Peptides and CoQ10 (some of the most powerful anti-aging ingredients available to dermatologists) to create a unique solution that effectively improves the appearance of fine lines and loss of firmness, and revitalizes tone and texture, without overloading the skin. The light and silky treatment fights against the underlying causes of age damage that lead to starter wrinkles, age spots, and dullness while stimulating the increased production of collagen and elastin. **Age Control** uses an exclusive proprietary formula of Alpha Lipoic Acid, Green Tea, Turmeric, Hyaluronic Acid and Vitamin E softens and revitalizes skin, naturally protects it from environmental damage, and plumps it up with moisture. **Age Control** is a powerful treatment that delivers maximum results, helping young, modern women preserve their youth for years to come.

FemmeScience products are created with dermatological-grade ingredients to enhance the vitality and radiance of youthful skin. Balancing the science of a young woman's skin with the technological innovation required to preserve it for years to come, **FemmeScience** helps young women maintain the beauty of their skin while addressing concerns specific to them, including sensitivity, dryness, dullness, and the very first signs of aging. **FemmeScience** stands alone as an effective and modern skincare line that focuses specifically on skin preservation and is specially formulated for youthful skin. The complete product line is available at www.femmescience.com or by calling **1-877-336-6325**.

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Are Women Drying Out Their Skin While Cleansing???

MIAMI, FLORIDA – May 14, 2010 – Many women deal with dry skin every day, taking extra steps to combat tightness, itchiness, and flakiness. However, recent studies have shown that many women are drying out their skin by using cleansers that use harsh chemicals and cleansing agents, which can strip skin of its natural moisture levels. Many times, the skin overcompensates by producing excess oil. That drives many women to cleanse their face more frequently, thus exacerbating the cycle. **FemmeScience** has introduced its **Hydrating Face Cleanser**, a new generation of cleanser that hydrates the skin without overdrying.

Women no longer have to trade off between clean skin and hydrated skin. **FemmeScience's Hydrating Face Cleanser** is a soap-free, oil-free cleanser that lathers away dirt, makeup and oil but doesn't leave skin so dry it reacts by overproducing oil. It's creamy, simple and gentle enough to use multiple times a day. The cleanser applies like a cream but quickly transforms into a soothing foam formulated with glycolic and salicylic acids to loosen dead skin cells and help promote cell renewal; green tea and vitamins A, C and E to help combat free-radical damage; and aloe and avocado extracts to help protect and restore the skin's natural glow and texture. This triple-action product cleanses, nourishes and moisturizes, gently removing everyday impurities and makeup without stripping away the skin's essential nutrients and natural lipids.

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Look and Feel Your Polished Best

MIAMI, FLORIDA – June 15, 2010 – Ever feel like your body wash just isn't getting the job done? It either leaves behind a slimy film or sucks all the moisture from your skin, leaving it rough and flakey. Instead of feeling clean, moisturized, and ready to start your day, you feel like crawling back into bed and hitting the snooze button.

FemmeScience can help wash away this problem with the introduction of the Revitalizing Body Polish. The revolutionary formula is the best of both a scrub and a body wash, leaving you feeling fresh and your skin looking young, and vibrant. It's the only body wash that contains a combination of alpha and beta hydroxy acids and physical exfoliating ingredients to buff your skin without stripping it of its natural moisture. A 3% concentration of glycolic acid and a 1% concentration of salicylic acid work to loosen oil, impurities, and dead skin cells from the skin's surface, while ingredients like olive, almond oil, glycerin, and soy protect and replenish skin. These potent ingredients promote the growth of new, healthy cells, which leads to smoother, softer skin and a reduction in the appearance of rough areas and dark spots. By combining proprietary microfine buffing beads with a gentle cleansing formula, the polish also gently physically exfoliates skin, leaving it immediately soft and silky afterwards. **FemmeScience's Revitalizing Body Polish** will have you polished head to toe.

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Green with Skincare Envy

MIAMI, FLORIDA – July 15, 2010 – We’ve all heard over and over again—green tea is like a miracle substance for your body and overall health. But what you may not know is that green tea can do miracles for your skin. The skincare experts at **FemmeScience** have developed a new **Face Mask** that uses the millenary power of nature in the active forms of green tea, clay and essential oils to purify, cleanse and revitalize the face. Green tea health properties have been recognized by innumerable studies and entire civilizations have used it as a medicinal and cleansing ingredient. The leaves of the green tea plant are rich in antioxidants, catechins and chlorophyll making it ideal to refresh, revitalize and soften the skin.

FemmeScience’s Face Mask uses pulverized organic Japanese matcha green tea, the same kind that’s so special it is also used in the traditional Japanese tea ceremony. When applied to the skin, the natural active ingredients can actually be felt working as they absorb impurities and pore-clogging residues. When the mask is rinsed away, it leaves the skin saturated with catechins and antioxidants for a glowing and firm appearance. In addition to green tea, the **Face Mask** incorporates a mix of purified organic bentonite and kaolin clays, and organic essential oils of camphor and grapeseed.

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FemmeScience Has the Perfect Gift for the Girl Who Has Everything

MIAMI, FLORIDA – August 26, 2010 – What woman doesn't want to look and feel their absolute best?

Great skin is the foundation to looking and feeling beautiful! This holiday season, give the gift that keeps on giving—the gift of youthful, radiant skin. **FemmeScience** offers a range of skin care products that will give every woman on your list the opportunity to achieve her most gorgeous glow. No worrying about what size she is—one size fits all!

Body Kit: High-grade anti-aging ingredients in this kit will leave skin looking and feeling younger from head to toe. The lucky recipient of this gift set can pamper herself with the luxurious and exfoliating **Revitalizing Body Polish** to smooth away dullness and lock in moisture and soften skin with the rich **Body Cream**.

Clarifying Kit: Flawless skin is on every woman's holiday wish list. So give her the gift of a clear, unblemished face with this gift set. It includes the **Hydrating Face Cleanser**, a cream-to-foam formula that rinses away dullness and softens skin, as well as the **Face Mask**, packed with antioxidants that brighten and revitalize the skin's appearance.

Age Intervention Kit: She can achieve plumped, renewed, younger-looking skin in just three easy steps. After cleansing, apply a few drops of the **Age Control** anti-aging treatment to smooth out the appearance of fine lines and wrinkles. Follow that with our **Night Cream** to plump skin and promote collagen production. Then finally, don't forget those precious peepers! Dab a few drops of the **Under Eye Renewal** under eyes and on lids to soften delicate skin and chase away the appearance of dark circles.

In the spirit of giving, **FemmeScience** will be donating a portion of proceeds from holiday kit sales to **The Skin Care Foundation**. **FemmeScience** products are created with dermatological-grade ingredients to enhance the vitality and radiance of youthful skin. Balancing the science of a young woman's skin with the technological innovation required to preserve it for years to come, **FemmeScience** helps young women maintain the beauty of their skin while addressing concerns specific to them, including sensitivity, dryness, dullness, and the very first signs of aging. **FemmeScience** stands alone as an effective and modern skincare line that focuses specifically on skin preservation and is specially formulated for youthful skin. The complete product line is available at www.femmescience.com or by calling **1-877-336-6325**.

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Those Precious Night Hours...

FemmeScience launches its luxurious Night Cream that works overnight to revitalize skin.

MIAMI, FLORIDA – September 16, 2010 – Beauty sleep isn't just a cliché. Night time is the best time to care for the skin. Skin cell regeneration almost doubles at night, replacing damaged skin cells with new ones, producing more collagen, and destroying free radicals. Wouldn't it be a waste to let those recommended 7-9 hours slip away without boosting the skin's revitalization process? With the proper treatment, a woman can wake up to a luminous and glowing complexion. Anti-aging ingredients are better absorbed and stay more active at night because they are not exposed to UV rays, which can lessen their efficacy. Make sure the skin is getting the most out of its slumber with **FemmeScience's Night Cream**, a luxurious nighttime treatment that will support skin's renewal all night long.

FemmeScience's Night Cream moisturizes and rejuvenates the complexion, while helping to promote cell turnover and improving the overall smoothness of the skin. This rich cream nourishes with vitamins A, C and E, which stay more active when applied at night and provide free-radical protection. Powerful anti-aging peptides (proteins that make up collagen) support the increased collagen production that happens while sleeping. This can help to smooth fine lines and help increase skin resiliency. Water loss through the skin also increases at night, so it's important to use skin care treatments that hydrate the skin. Hyaluronic acid and glycerin in the **Night Cream** work continuously to draw water to the skin to hydrate both dry and oily areas without clogging pores.

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FemmeScience is a Hit with Cast of ABC's "Dancing With The Stars"

"Dancing With The Stars" LOS ANGELES, CA – October 13, 2010 – How does the cast of ABC's "Dancing With The Stars" always look flawless from head to toe? Sure, they have an expert team of make-up artists who whip them into shape for each episode, but a flawless face and gorgeous bod start with perfect skin. And that's where **FemmeScience** skin care products cut in to take the lead.

Last week, the show's female cast members, celebrities, judges and executives were all aglow after receiving **FemmeScience's Hydrating Face Cleanser, Face Mask, Age Control** and **Body Cream** at a private event in Los Angeles. Celebrity dancers **Audrina Patridge, Bristol Palin, Florence Henderson** and **Margaret Cho** were in attendance, as were professional ballroom dancers **Karina Smirnoff, Anna Trebunskaya, Kym Johnson, Anna Demidova, Chelsie Hightower** and **Lacey Schwimmer**; and judge **Carrie Ann Inaba** looked like she would have given the suite a high score.

About FemmeScience: FemmeScience skin care is created with dermatological-grade ingredients that enhance the vitality and radiance of youthful skin. The skin-preservation products help young women maintain the beauty of their skin while addressing concerns specific to them, including sensitivity, dryness, dullness, starter wrinkles, loss of elasticity and uneven skin tone. The complete product line is available at www.femmescience.com or by calling **1-877-336-6325**.

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FemmeScience Has It Covered From Head to Toe with New Body Cream

FemmeScience releases revolutionary anti-aging body moisturizer that nourishes without feeling greasy.

MIAMI, FLORIDA – December 7, 2010 – A basic law of skincare is that everyone, no matter her skin type, should moisturize. Skin is an essential organ, and therefore it is of the utmost importance to take proper care of the skin and keep it healthy. Moisturized skin is healthy skin, as hydrated skin cells can aid in preventing damage and heal more effectively. Even oily skin will benefit from moisturizing, as oil alone doesn't deliver certain compounds necessary to keep skin sufficiently lubricated.

FemmeScience introduces its restorative **Body Cream**, a rich cream created to effectively moisturize skin, and maintain its health while also improving its appearance.

FemmeScience's Body Cream dramatically increases skin's moisture levels and restores its natural suppleness, leaving it silky smooth. The luxurious formula was scientifically developed by the experts at **FemmeScience** and infuses the skin with antioxidants like vitamins A, C, and E as well as grapeseed extract, pomegranate, green tea, and shea butter. The **Body Cream** helps protect skin from moisture loss while enhancing the skin's natural glow and evening out tone. Its restorative properties nourish skin and encourage cell renewal. Continued daily use will lead to velvety, supple, and beautiful skin. It's easy to apply, quickly absorbed, and leaves no greasy residue on the skin, while the conditioning and nourishing agents stay bound to the skin.

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