



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](http://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](http://www.facebook.com/FemmeScience)) and can follow the company on Twitter ([www.twitter.com/FemmeScience](http://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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