

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.

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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