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NEW! Skin Brightening Lotion **Hydroquinone-Free Formula Brightens Skin, Restores Luster**

Campbell, CA—Launches April 2010—Revercel® brings the treatment of hyperpigmentation to a new level with the introduction of Skin Brightening Lotion. This aesthetically elegant formulation is packed with brighteners and botanicals and is clinically proven to brighten and even out tone – without the side effects seen with hydroquinone. High performance ingredients safely and effectively reduce melanin production (*the pigment responsible for brown spots*), fade age spots and reduce redness following sun exposure. Vitamins and powerful antioxidants help scavenge damaging free radicals. The complexion is brightened and uneven skin tone becomes uniform for a healthy, radiant look.

“Skin Brightening Lotion’s unique formulation brightens the skin and reduces hyperpigmentation to even out blotchy skin and restore luster,” states Dr. Rick Noodleman, Revercel’s co-creator and Stanford-trained dermatologist. “Skin Brightening Lotion goes a step further with the addition of physician-level ingredients not typically found in brightening products.” Its anti-aging Brightening Complex includes licorice extract to inhibit melanin production, Lumiskin® to slow pigmentation and daisy flower extract to even out blotches. Emblica fruit extract brightens and reduces oxidative stress and green tea extract and CoQ10 provide additional antioxidant protection. Skin Brightening Lotion also has a reparative effect on the skin, reducing the redness and swelling often seen following sun exposure.

Skin Brightening Lotion’s physician-strength active ingredients and anti-aging botanicals make it an ideal product to use year-round and its special formulation enhances the skin’s defense system during the sun-intense summer months.

To use, smooth gently onto face each morning prior to sunscreen use and each evening prior to applying night cream.

Suggested retail price: \$65 for fl. oz.

Find it at www.revercel.com, 866-TO-RENEW, Age Defy Dermatology and Wellness™ and select Northern California Nordstrom stores.

Developed by Drs. Rick and Arlene Noodleman, husband and wife dermatology and preventive medicine specialists, Revercel’s dual approach prevents and treats the signs of aging through an aesthetically elegant combination of proven cosmeceuticals including peptides, retinols, “fruity” acids, botanicals and antioxidants.