



BEAUTY REPORT



COMING IN 2009...
Beauty In: Toxins Out

MD Skincare® Introduces Natural Body Care

An increased understanding of skin - the body's largest organ - exists today due to an abundance of research and clinical studies. A heightened concern for improving physical appearance coupled with the desire for holistic health and natural beauty is a passionate pursuit across gender and generations worldwide. A shift in consciousness has occurred, marked by a concern for purity and safety in bathing and beauty products. Additionally, consumers are acutely aware of external environmental pollutants and impurities which lead to aging and diminished health. Consumers are seeking products containing natural, organic ingredients, free of toxins and harmful chemicals. However, these organic and natural body products often frustrate the consumer with unstable formulas that lack efficacy. Consumers have raised the demand for high-performance body care. Dr. Dennis Gross set out with the intention to meet the needs of this health and wellness consumer and has developed a new concept in natural body care.

As a result, the MD Skincare® **Beauty In: Toxins Out** body line was born, with a launch planned for February 2009 and an introductory holiday bath set, Detox Duo, scheduled for November 2008. Keeping in line with a tradition for pioneering tangible, visible results, MD Skincare® now enters the natural body arena with the launch of this collection. **Beauty In: Toxins Out** presents a revolutionary, luxurious alternative to cleansing, detoxifying, hydrating and protecting the body. It is a new body care platform, utilizing high concentrations of botanical extracts, essential oils, antioxidants, vitamins and minerals along with a proprietary blend of detoxifying chelators. Products in this category will serve as immune-boosters to help create a protective shield for the body, thus preventing the penetration of toxins - much like sunscreen protects us from sun damage. This is accomplished through a daily showering, bathing and moisturizing experience. Dr. Dennis Gross will translate the ambitious, results-driven approach that he is known for to this body line, which provides innovative, groundbreaking results. He has successfully identified external environmental pollutants and impurities which are absorbed into the body through the skin, leading to aging and diminished health. He then conducted research on botanical harvesting to learn how natural ingredients can counteract damage to the body. MD Skincare® recognizes that science is also needed to create a finished product that meets consumer expectations without compromising the desire for natural, botanically-derived formulas. We ensure all products in the body line are paraben-free and do not contain synthetic dyes, fragrances or harsh chemicals. All products are cruelty-free and chock-full of the highest quality, natural botanicals. Purity, efficacy and a therapeutic experience were the

goals in the creation of this collection, designed to protect skin from environmental aggressors encountered daily. Products also contain aromatherapy agents such as neroli and orange oil, which indulge the senses, ease stress and enhance the bathing ritual. The sensual experience of cleansing and pampering the body will heighten confidence and enhance well-being. The launch of **Beauty In: Toxins Out** will re-define consumer expectations about beauty, bathing and grooming from the neck down. In addition to choosing the right products, please remember to expand your definition of beauty treatments to include proper nutrition, exercise, relaxation and sleep.

