

FOR IMMEDIATE RELEASE

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TARGET SKIN THERAPY™



ACCELERATE THE FIGHT AGAINST AGING: PRIORI® CELLULAR RECOVERY SERUM WITH DNA ENZYME COMPLEX™

Joe Lewis and Joe DiNardo, the renowned Cosmeceutical research scientists behind the PRIORI® brand who introduced alpha hydroxy acids in 1983, Idebenone in 2004 and CoffeeBerry® in 2008, have added a new step in the fight against premature skin aging and a **technological breakthrough in gene science** to the skincare industry – Cellular Recovery Serum with DNA Enzyme Complex™. Cellular Recovery Serum is part of PRIORI® Skincare's Target Skin Therapy™ line, which is also the latest launch from the Anti-Aging Authority. Target Skin Therapy™ is a new category with technologies specifically developed for targeted areas to enhance and jumpstart the results of any current skincare regimen for faster, visible anti-aging results.

Until now, Cellular Recovery Serum has been the **beauty industry's "best-kept secret,"** as it is a universal, all-natural product designed to boost the anti-aging performance and effectiveness of any skincare regimen for faster, more visible results. Accelerated anti-aging benefits are not the only perks of Cellular Recovery Serum; it is also an economical skincare investment, because it is a multi-functional product that can be combined with currently used and purchased skincare products.

Gene science is one of the hottest topics buzzing the skincare industry today, and it is no surprise that PRIORI®, an industry leader, would launch a product in this category that delivers advanced anti-aging benefits. PRIORI®'s Cellular Recovery Serum is an all natural product that provides anti-aging benefits through the use of cellular repair DNA Enzymes. PRIORI® Cellular Recovery Serum helps cells recover from cellular damage to the DNA caused by free radicals and significantly diminishes the appearance of fine lines, wrinkles and uneven skin pigmentation, while providing superior skin moisturization.

Oxidative Stress, the major cause of skin aging, leads to damage to skin cells' DNA, resulting in premature skin aging. "Unlike antioxidants, which serve to prevent oxidative stress to cellular organelles and molecules like DNA, lipids and proteins, DNA repair enzymes help cells correct the damage caused to DNA by free radicals," explains Joseph A. Lewis, II, PRIORI®'s founder and chemist. "Gene science is likely to be one of the most significant areas of development in the skin care industry in this decade. Scientists have mapped out the whole human genome. We now have access to 4,400 human skin genes in our labs to test the effects of skin care ingredients and products. The future of the skincare industry will benefit enormously from these advances in science."



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DNA acts as the messenger for our cells, to control all cellular metabolism. When the DNA itself is damaged by free radicals, these messages become incomplete or stop altogether and the cell begins to age. PRIORI® Cellular Recovery Serum harnesses three DNA repair enzymes from botanical and microbial sources to help reduce damage done to DNA, meaning accelerated cellular repair for healthier, younger-looking skin.

With key antioxidants to help prevent further damage and anti-inflammatory ingredients, PRIORI® Cellular Recovery Serum also soothes and calms the skin and provides superior hydration. Suitable for all skin types; simply incorporate Cellular Recovery Serum into any current anti-aging skincare regime for faster and more enhanced, visible results.

Directions for Use: Use once or twice daily as part of current skincare regimen. Start by applying thinner-textured products first, followed by thicker, richer products last.



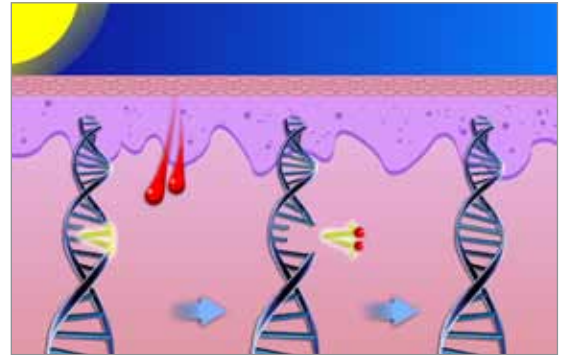
Size: 50 mL/1.7 fl. oz

Suggested Retail Price: \$90

PRIORI® Cellular Recovery Serum – a results-oriented, universal product bound to revolutionize the skincare world.

How do DNA Repair Enzymes work?

Our cells contain specialized enzymes that have the ability to excise and repair cellular DNA lesions and insults caused by dangerous free radicals. Recent research has shown that our cells experience up to 1 million such DNA free radical insults every day!



What is DNA Enzyme Complex?

PRIORI®'s DNA Enzyme Complex utilizes three liposome encapsulated DNA repair enzymes from natural botanical and microbial sources to reinforce our cell's own defense enzymes; more enzymes means quicker and better cellular repair for healthier, younger-looking skin:

Ultrasomes: Derived from bacteria, help repair sun-inflicted DNA damage and speed cellular recovery time.

Photosomes: Harvested from plankton extract, help to excise and repair DNA lesions caused by exposure to ultraviolet light and free radicals.

Roxisomes: Extracted from mustard seed, help to reverse oxidative damage to both nuclear and mitochondrial DNA.

DNA Repair Enzymes are cell repair mechanisms, providing the cell's second line of defense to correct damage to DNA after it has occurred to return DNA to its normal state.

PRIORI® TO EXPAND TARGET SKIN THERAPY™ RANGE IN APRIL 2011

"The Joe's" are relied upon continuously to bring the latest ground-breaking technologies to the beauty industry. They are doing it once again: In April 2011, PRIORI® is set to launch a new booster product to its Target Skin Therapy™ range – Lash Recovery Serum with Triple Lipopeptide Complex™.

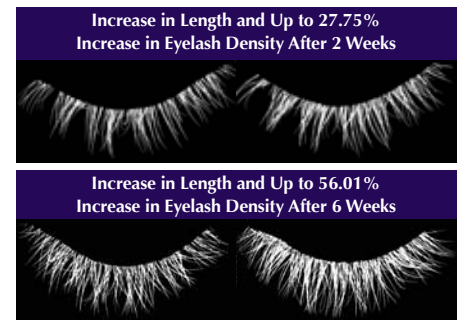
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A New Technological Breakthrough From PRIORI® Skincare: **LASH RECOVERY SERUM with Triple Lipopeptide Complex™** Anti-Aging Booster for Lash Recovery

Joe Lewis and Joe DiNardo, the renowned Cosmeceutical research scientists behind the PRIORI® brand who introduced Alpha Hydroxy Acids in 1983, Idebenone in 2004 and CoffeeBerry® in 2008, have added a new step in the fight against premature aging and a **technological breakthrough** that helps make eyelashes and eyebrows look fuller, thicker and more voluptuous – Lash Recovery Serum with Triple Lipopeptide Complex™.

An anti-aging booster for lash recovery, Lash Recovery Serum is the first prostaglandin-free product on the market with a unique complex of three different potent lipopeptides working in synergy to give compounded results. Lash Recovery Serum utilizes a unique Triple Lipopeptide Complex™ that stimulates hair follicle sites to enhance the appearance of length and thickness of eyelashes and has been clinically tested to enhance lashes in only **two weeks**. Clinically studies revealed up to a 27.75% increase in eyelash density after two weeks of use, and up to 56.01% after six weeks.



PRIORI® Lash Recovery Serum helps fight the effects of premature aging, environmental factors and premature eyelash fallout. This innovative lash growth product provides fast, incredible results that help transform brittle, short, sparse lashes into fuller, voluptuous, thicker-looking lashes and brows. A recent scientific breakthrough shows that we can help reverse some of the effects of unhealthy eyelashes and eyebrows with PRIORI® Lash Recovery Serum; through its highly potent, unique Triple Lipopeptide Complex™ and other supportive ingredients, it helps promote healthy, natural lashes and improves the overall appearance and condition of lashes. Each hair is nourished and the lash line energized, and it is formulated specifically to reduce the potential for irritation that is the problem of many eyelash products on the market today.

Lash Recovery Serum is part of PRIORI® Skincare's Target Skin Therapy™ line, which is also the latest launch from the Anti-Aging Authority. Target Skin Therapy™ is a new category with technologies specifically developed for targeted areas to enhance and jumpstart the results of any current skincare regimen for faster, visible anti-aging results.

Lash Recovery Serum is available at select spas nationwide. For more information on Lash Recovery Serum and other PRIORI® anti-aging skincare products, please visit www.prioriskincare.com.

2 WEEK CLINICAL DATA: Increase in Length and Up to 27.75% Increase in Eyelash Density



4 WEEK CLINICAL DATA: Increase in Length and Up to 43.17% Increase in Eyelash Density



6 WEEK CLINICAL DATA: Increase in Length and Up to 56.01% Increase in Eyelash Density



Photos have not been retouched. Results may vary.

Directions

With clean hands, apply one stroke with the applicator brush to the base of upper eyelashes, from the inner to outer corner. Follow same procedure for brows, covering entire eyebrow area. Eye area should be clean and free of makeup and/or creams prior to application. Use once daily, at bedtime.

Once desired results are achieved, continue using Lash Recovery Serum for 3-4 days a week to maintain the appearance and condition of lashes and brows.

FEATURED INGREDIENTS

<ul style="list-style-type: none"> • Triple Lipopeptide Complex™ (Pentapeptide, Hexapeptide, Octapeptide) 	Helps strengthen and enhance the appearance of length and thickness
<ul style="list-style-type: none"> • Glycerin • Sodium Hyaluronate • Butylene Glycol • Ethylhexylglycerin 	Helps condition, moisturize and nourish, which promotes overall healthier, stronger, shinier-looking lashes
<ul style="list-style-type: none"> • Camellia Sinensis Leaf Extract (Mixture of Green and White Tea Leaves) • Cucumis Sativus Fruit Extract • Chamomilla Recutita Extract • Aloe Barbadensis Leaf Juice 	Botanical extracts that help soothe, calm and moisturize
<ul style="list-style-type: none"> • Panthenol (Pro-Vitamin B5) 	Helps promote flexibility and durability
<ul style="list-style-type: none"> • Retinyl Palmitate (Pro-vitamin A) • Tocopheryl Acetate (Vitamin E) • Ascorbyl Palmitate (Vitamin C) • Phospholipids 	Encapsulated Vitamin Complex that helps promote lash/brow health and provides proper nutrition essential for stimulating and encouraging new growth

Lash Recovery Serum with Triple Lipopeptide Complex™

Clinically tested to enhance lashes in just two weeks, PRIORI® Lash Recovery Serum is the first eyelash and eyebrow enhancer to utilize a unique complex of three lipopeptides – a technological breakthrough that helps make lashes and brows look fuller, thicker and more voluptuous.



Size: 4 mL/.013 fl. oz
Suggested Retail Price: \$99

