

For Immediate Release

Urth SKIN SOLUTIONS FOR MEN launches an Asian inspired, botanical based skin care regimen for men.

Los Angeles, California - August 11, 2006 - urth SKIN SOLUTIONS FOR MEN™, a new essential skincare line that infuses best-of-class ancient Asian herbs, pure essential oils, vitamins and phyto-nutrients in clean and natural formulations prepared specifically for men. The rich blend of potent antioxidants help to nourish and protect a man's skin from damage caused by the environment and the stress of daily life. urth's formulations are light and clean in aroma, non-greasy and leave the skin looking fresh and healthy throughout the day.

The core products include:

- An invigorating Face Wash infused with White Tea & Ginseng
- A deep cleansing Scrub with Green Tea & Rice
- Enriched Shave Formula with Ginseng and Tea Tree
- A dual protection emollient Face Balm SPF 15 with White Tea & Vitamins C-D-A

In addition, urth™ has 7 new products in development which will rollout in the Fall of 2006, including lemongrass/mandarin/mint body wash, lemongrass/mandarin/mint body bar, anti-fatigue serum, age-defense moisturizer, under eye treatment, hydrating mask and a lip balm SPF15.

"We created natural, simple, clean, and effective skin solutions to help men look their best all the time. Each product was formulated with multiple benefits to nourish and protect the skin from the damaging environment. We believe these products are essential tools that should be a part of every man's grooming regimen." Commented Bob C. Mah, President of urth SKIN SOLUTIONS FOR MEN.

urth SKIN SOLUTIONS FOR MEN is launching a multimedia marketing program and aggressively selling to trade accounts around the country. The marketing program includes national television, internet advertising, magazine placements and an extensive PR campaign.

Products are currently available for sale on-line at www.geturth.com and will soon be available at retail locations and spas around the country. The website offers a Skincare 101 section with helpful hints for a man's daily grooming needs.

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