



FOR IMMEDIATE RELEASE

URTH SKIN SOLUTIONS FOR MEN LAUNCHES HYDRA THERAPY – ANTIOXIDANT HYDRATING TREATMENT WITH RED SEAWEED AND WHITE TEA

HOLLYWOOD, CALIFORNIA, August 8, 2008 - urth SKIN SOLUTIONS FOR MEN™ launches Hydra Therapy – Antioxidant Hydrating Treatment; a nutritive formulation which fuses ancient Asian herbs with advance western skin care science to Hydrate, Replenish and Revive the skin. Formulated with a rich blend of neuro-peptides, botanical extracts and vitamins, the soothing/calming gel formulation absorbs quickly to hydrate the skin, reduce the appearance of fine surface lines/depth of wrinkles, and enhance firmness/smoothness. The proprietary blend of essential oils and botanical extracts nourishes/hydrates and gives the potent age-defense treatment a rich herbaceous aroma signature. Hydra Therapy is paraben free.

Recommend for use as an overnight treatment or simply leave on for 15+ minutes then rinse off or wipe off with a warm towel. urth recommends daily use of Hydra Therapy for the first week, then 2 – 3 times a week following, to achieve optimal results. Hydra Therapy is attractively packaged with an MSRP of \$52.

Why Red Seaweed and White Tea?

Used in Asia for centuries as part of a potent natural anti-aging defense regimen, Red Seaweed is rich in marine nutrients. It enhances cell turnover and improves skin hydration; resulting in firmer, thicker, and smoother skin.

A staple in Asian diet for centuries, White Tea is a potent antioxidant rich in polyphenols, catechins, catechols and flavonols which protect the body and the skin from oxidative stress/damage. Oxidative stress/damage leads to the breakdown of skin's natural cellular support resulting in premature skin aging (wrinkles & sagging).

Advance Western Skin Care Science:

Palmitoyl Tetrapeptide 7 (Matrixyl 3000™) – is a naturally derived plant based ingredient. It improves natural collagen production and enhances skin's firmness and thickness. Matrixyl 3000™ minimizes the appearance of fine lines and depth of wrinkles.

Acetyl Hexapeptide 8 - Argirelene offers superior anti-wrinkle efficacy. Studies demonstrate that it is highly efficacious at not only inhibiting wrinkle development, but also in reducing existing wrinkle depth and surface lines.

Sodium Hyaluronate - Hyaluronic Acid (HA) is a natural substance found in the deeper layers of our skin (the dermis). HA helps to keep skin smooth and "plump" through its ability to hold up to 1,000 times its weight in water. HA also supports the formation and maintenance of collagen, an important connective tissue. Collagen degradation is believed to cause a decrease in skin firmness and elasticity.

About urth Skin Solutions:

Located in Hollywood, California, urth SKIN SOLUTIONS FOR MEN™ was created with the elementary concept in mind that great looking skin should not be exclusive to women. Urth's proprietary formulations fuse ancient Asian herbs with advance western skin care science to create effective and innovative botanical-based grooming/skin care solutions for men. For further information, please contact urth at 562-608-8258 or e-mail pr@geturth.com.

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