



FIGHT THE ITCH OF DRY SKIN

esenté™ Skincare Products Offer Solutions For the Harsh Winter Elements

www.esente.com

New York, NY (November 19, 2007) – Does your skin feel like an itchy wool sweater? Do you have “alligator skin?” For many, winter not only brings good tidings of comfort and joy; but the dreaded winter skin woes. When the outdoor temperature drops and indoor heating cranks up, your skin is officially under assault. Low humidity levels and wintertime habits such as long, hot baths can make your delicate dermis crack, peel and itch resulting in a not-so-merry season.

No matter what the weather may be - the environment, sun exposure, chemicals and pollutants negatively affect the skin each day. Headquartered in Phoenix, Arizona, **esenté** is a premier skincare line with products developed to address individual skin needs. esenté has been committed to keeping the value that has established itself as a leader in the beauty industry. Through meticulous research and development, scientific advances, professional expertise and the understanding of a customer’s well-being, esenté is continuing to change the face of beauty.

“Our skin is seasonal,” said **Victoria Nash, President and Founder of esenté**. “From the summer to the winter, our skin reacts to the surrounding environment. Whether it’s exposure to the hot, dry summer sun or the cold, harsh temperatures, your skin needs different maintenance care each season.” Victoria continues, “Effective skin care is more than topical, it’s science. Esenté’s products are simple with multi-functional purposes designed by highly-trained professional experts who have spent years combining state-of-the-art technology formula with innovative ingredients to achieve the best possible results for every skin type. At esenté, we create a beauty experience that exceeds our customers' expectations continuing to raise the bar for excellence.”

The Battle Plan

One square inch of your skin is packed with about 100 oils glands that produce moisture to keep your skin smooth and soft. As winter weather attacks, the skin is being beaten up by harsh winds, cold temperatures and drying indoor heat. The skin is being stripped away of its natural oils, letting moisture evaporate and drying out the skin. esenté created products that removes the oil caused by breakouts and imperfections without stripping the moisture needed to clear complexions.

esenté sets the industry standard by providing the most effective beauty program available. The products are designed with Chirally corrected formulas that remove the components of the ingredient molecules that are incompatible with the human skin. This allows the products to produce optimal effectiveness.

Easy As 1, 2, 3...

Step 1: Cleanse & Refresh

Cleansing is the indispensable first step in beauty care. The Excelladermisé products will excel the skin into the next level by strengthening capillaries, encouraging healthy micro circulation and equalizing hydration levels. These products have active ingredients that smooth, purify and restore the skin.

Cleansing your face is the foundation of every advanced skin care regimen; and should be part of your morning and evening routine.



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- **Excelladermisé**

- o Excellerator - An active penetrating deep purifying, skin preparation product. Used in place of conventional cleansers as they provide specific actions for the skin, in addition to cleansing.

- Product Recommended: Enzopro Gentle Excellerator (Retail Cost \$38.00) - A refreshing enzyme gel cleanser, to purify and gentle enough to use on irritated skin.

- o Infusion - A water based blend of heavy water and active extracts that hydrate, heal, calm, protect and correct the skin in a simple spray application.

- Product Recommended: Hydro-Derm Infusion (Retail Cost \$34.00) - A light alcohol free analgesic botanical tonic, that infuses the skin with hydration while increasing the permeability of the skin, to enhance the effects of your skin care regimen.

- o Emulsion - An herbal tonic blended with premium Aromatherapeutic essences, to hydrate and provide increased anti-oxidant protection from environmental damage.

- Product Recommended: Hydro-Mist Emulsion (Retail Cost: \$24.00) - An emulsion of Aromatherapy essences combined with various antioxidants, to penetrate deeply and protect the skin from damage. Apply as needed daily over make-up is fine.

Step 2: Correct & Restore

This organized range of professional skin care moisturizers, serums and masks are formulated with the newest bio-originated ingredient systems available. These products provide the skin with the purest and most intensified ingredient assimilation by eliminating the molecular material that cannot be utilized by the skin. In addition, they impart the most comprehensive corrective capabilities while reversing difficult skin conditions.

- **Biodermisé**

- o Anti-Wrinkle Resurfacing - Innovative co-polymer formulation of L-Retinol allows high percentages of the active to convert within the skin over a 30-hour period. Refining the skin without the irritation and redness that can occur from other Retinol based products.

- Product Recommended: Bio-Peel Retinol Serum (Retail Cost \$65.00) - Increases cellular turnover to lessen fine lines and wrinkles, to reveal healthy tissue. Clarifies congested complexions. Mild flaking will occur as turnover begins.

- o Corrective Repair - Biological and peptide based ingredients surge the skin with comprehensive correcting actives to reverse the signs of ageing. Designed to improve natural molecular content, these formulas increase moisture content and decrease wrinkle depth significantly. (Compatible with injectable fillers).

- Product Recommended: Bio-Plex Night Repair (Retail Cost \$85.00) - Idebenone moisturizer, to lift, firm and tighten the skin while providing re-mineralizing benefits. Designed to diffuse free radical damage while encouraging the production of collagen and elastine.

- o Optimizing Fluids – Treat acne with a simple and pigmentation targeted regimen that delivers a high concentration of innovative active ingredients into the skin in 3 easy steps. Our approach addresses the comprehensive needs of the skin while reversing difficult skin conditions for all skin types.

- Product Recommended: Bio-Facil (I) Acne Fluide (Retail Cost \$58.00) - A light clarifying serum, to breakdown pustular and cystic material while purifying, healing and perfecting the surface of the skin.



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Step 3: Rejuvenate

Restore, calm and heal with this line of signature formulated products that are designed for extended corrective care and address the systematic needs of the skin. Whether your skin needs some tender loving care after an aggressive skin procedure or just a healthy protective barrier the Rejuvadermisé range has products to radiate both inner and outer beauty.

- Rejuvadermisé

- o Rosacea / Calming / Anti-Age - Astaxanthin and micro-nutrients are combined to provide gentle care to aggressed skin. Highest in carotenoid content of any natural ingredient, the formulations address a variety of skin concerns simultaneously.

- o Product Recommended: Oligo-Sphere Caviar Pearls (Retail Cost \$85.00) - An ultra pure encapsulated bead formula, that restores and heals while reversing discomfort and aggression. Normalizes skin functions and lightly moisturizes. 500 times more potent than Vitamin E, this blend suppresses hyper-pigmentation and provides ultra antioxidant protection.

- o Post Resurfacing Care – A multi function crème formula that improves collagen content, guards against UV damage and promotes micro-circulation and aids in healing, while providing a boost of moisture with tremendous anti-wrinkle properties.

Product Recommended: Matrix-Cell Trio Crème (Retail Cost \$100.00) - This ultra smooth calming crème is infused with Retinyl Palmitate, Coenzyme Q10 and Matrixyl 3000 to aid in perfecting the skin. For optimal results apply over Oligo Sphere Caviar Pearls.

- o Eye Care - Hesperidin, Astaxanthin, Vitamin K and Ascorbyl Palmitate brighten and tighten the eye tissue with a formula that glides like silk. Ultra gentle and appropriate for sensitive eyes.

Product Recommended: Eye Contour (Retail Cost \$58.00) - This ultra concentrated silky gel alleviates puffiness, fine lines and wrinkles, dark circles and tired eyes, through daily application. Perfect for use before applying make-up. Pomegranate and Yeast extracts, Hexapeptide 11 and Liquid Oxygen work proactively while the base of Hyaluronic Acid, Seaweed and Glycosaminoglycans, provide nutrition and deep continual hydration.

Winter Sun

The sun may not feel as hot during the winter months but it can still damage your skin. Sun exposure at any time of year ages your skin prematurely, and is responsible for about 80% of wrinkles and three different kinds of skin cancers, according to the American Academy of Dermatology.

esenté has designed a sun care product that is ideal for year round sun exposure. Whether you are skiing in the winter, sunbathing in the summer or out on an overcast day there is no reason to skip your sun care routine.

Product Recommended: Derma-Defense SPF 30 (Retail Cost \$28.00) - A full Spectrum SPF 30 moisturizer, for daily application, to guard against sun exposure and premature ageing. Always use daily when on a lightening program or treating Acne.

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Meet the Beauty Innovator

Victoria Nash, President and Founder of esenté has had a lifelong passion for advanced aesthetics and health. Victoria's formal education includes Phoenix Medical and Kar-Ché Professional Career Center, where she received her license for facials and skin analysis. Victoria received comprehensive training in Silhouet-Tone equipment for dermabrasion, cellulite treatment, and micro current and light therapies. Her understanding of health and beauty modalities also was influenced by more than 13 years in expanded function dentistry.

About esenté (www.esente.com)

esenté is superior skincare that is based on the philosophy that takes into consideration the complete needs of the skin and client's lifestyle. Every esenté Physiocetual product is carefully designed and positioned to offer both preventative and corrective benefits. The products utilize Chirally corrected formulas that remove components of the ingredient molecules, incompatible with the human skin. With a wide variety of products that can be mixed and matched to fit the expectation of the client. As the client needs and lifestyles changes esenté Physiocetual products can change with them.



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