

LIERAC

PARIS

For Immediate Release

Lierac Paris Introduces DIOPTI

A New Generation of Targeted, Botanical Based Eye Contour Products

New York, NY (May 7, 2009) Lierac Paris has achieved cult status in Europe with the legendary DIOPTI eye contour formulas. **Lierac Laboratories** created the first Diopti product in 1977, Dioptigel, to address puffiness, and went on to complete the range in the 1986. Each product provides a targeted response to specific eye contour concerns, including wrinkles, puffiness, fatigue, lack of firmness, and dark circles. In **September 2009**, Lierac Paris unveils a new and improved **DIOPTI** range to the United States market that is **even more natural, more effective and safer to use.**

A new generation of 5 products based on 'eco-efficiency' for results-oriented treatment care:

- 👁️ **Dioptigel Anti-puffiness:** Alchemilla, horsetail, ivy synergy + chamomile (\$34)
The volume of under-eye puffiness is reduced by **73%**. Studies conducted on 50 women aged 22 to 71 years who used the product morning and night for 6 weeks.
- 👁️ **Diopticrème Anti-wrinkle:** Alchemilla, horsetail, ivy synergy +prunus, calendula (\$34)
Improvement in the crow's-feet wrinkles by **93%**. Studies conducted on 54 women aged 42 to 64 years who used the product morning and night for 6 weeks.
- 👁️ **Diopticerne Dark Circles:** Arnica, ruscus, vitamin E , vitamin C, mandresy extract (\$34)
Appearance of under eye dark circles is reduced by **70%**. Studies conducted on 54 women aged 42 to 64 years who used the product morning and night for 6 weeks.
- 👁️ **Diopticalm Anti-fatigue:** Linden and mallow extracts, witch hazel, cornflower (\$34)
Eyelids feel rested by **97%**. Self-assessment by 32 women aged between 18 and 60.
Product applied once a day for 4 weeks.
- 👁️ **Dioptilisse Lifting:** Linden extract, aqua-lifting moisturizing agents (\$34)
Eyelids appear lifted by **94%**. Self-assessment by 32 women aged between 40 and 63.
Product applied once a day for 4 weeks.

Range highlights:

- Highly concentrated botanical extracts with respect for biodiversity
- Clinically-proven effectiveness tested under ophthalmologic control (3 clinical studies, 7 consumer studies)
- High tolerance **paraben-free** formulas containing **no added fragrances, artificial colorings, or phenoxyethanol**. Safe for sensitive skin and contact lens users.
- Environmentally-friendly, 100% recyclable aluminum packaging.

DIOPTI will be available September 2009 at European Skincare Centers at select CVS/pharmacy, Duane Reade and Longs Drugs locations Online visit www.beauty.com www.cvs.com www.ariva.com
www.lierac-usa.com 877-5-LIERAC

About Lierac Paris

Lierac Paris is manufactured and distributed by Alès Group, USA, a subsidiary of Alès Groupe, headquartered in Bezons, France. Founded by Dr. Cariel, a French physician specializing in corrective cosmetic medicine, Lierac Laboratories have been pioneers in skin repair and correction-oriented phyto-cosmetics since 1975. All Lierac Paris products are formulated to deliver effectiveness, safety and pleasure of use. Incorporating leading-edge technologies, Lierac Paris products derive their effectiveness from the field of phyto-therapy, using the most active resources of plants combined with the latest innovations in biotechnology. For more information or to find a local retailer, visit www.lierac-usa.com

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