

FOR IMMEDIATE RELEASE

Lierac Paris Introduces New Innovation: Crème Mesolift Anti-Aging Radiance Cream Inspired by Facial Mesotherapy

New York, NY (October 2009)– **Mesotherapy**, a technique developed in 1952 by French Doctor Michel Pistor involves injecting nutrients directly into the skin activating collagen production and lymphatic drainage. Backed by validated scientific research that confirms the impact of nutritional elements on skin metabolism, mesotherapy can deliver an undeniable benefit in facial rejuvenation through a technique called **Mesolift**. The laboratories at Lierac Paris have taken this technique and adapted it to a highly penetrating topical daily moisturizer called **Crème Mésolift** that's non-invasive and with effective results.



This velvety cream addresses three types of visible and hidden signs of skin fatigue: **dull complexion, premature aging and dehydration**. A mix of nourishing and revitalizing botanicals, vitamins and minerals re-energize skin by penetrating both the outer and inner layers of the skin to "boost" radiance and hydration.

This cocktail is infused with active micro botanical derived vitamins and minerals along with hyaluronic acid to give skin the radiance it deserves.

Dr. Shirley Madhere, author of Aesthetic Mesotherapy shares, "A beneficial way to lock in the results achieved after a Mesoglow or Mesolift procedure is to apply a complementary product such as Lierac's Mesolift serum for added moisture retention."

Anti-aging innovation with a cocktail of nourishing and energizing active ingredients:

5% Mesolift concentration for effective anti-aging and radiance-boosting properties:

- **Vitamins A, C, E, B5, and B6**
- **Minerals → Iron, Calcium, Magnesium, Zinc, Manganese, and Copper**
- **Hyaluronic Acid**

Plus

- **AHA's** (citrus, glycolic, tartaric, lactic, malic) for gentle exfoliation and radiance
- **Apricot Butter** and **lime wax** for hydration and comfort

*For optimum results, use in conjunction with **Concentré Mesolift Toning Radiance Serum**.*

Clinical tests conducted on 54 women aged between 41 and 60 for a period of 28 days:

- ☑ 98% Skin is more radiant and illuminated
- ☑ 98% Skin feels rested
- ☑ 96% Wrinkles and fine lines are diminished
- ☑ 99% of the women who tested this product enjoyed its benefits.

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

Crème Mésolift will be available October 2009 (\$54) at select Healthy Skincare Centers at CVS/pharmacy and Duane Reade.
Online at www.beauty.com www.skinstore.com www.lierac-usa.com

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