

LIERAC

HOMME

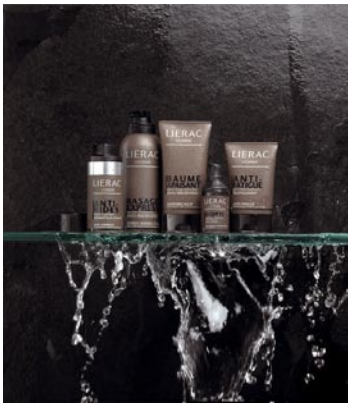
FOR IMMEDIATE RELEASE

LIERAC PARIS INTRODUCES LIERAC HOMME

Eight high-performance skincare products developed exclusively for men

New York, NY (June 2010) – The scientists at **LIERAC** Laboratories developed **LIERAC HOMME** in order to address the precise needs of men's skin.

The **LIERAC HOMME** collection consists of eight high-performance products:



- **DIOPTI** Anti-puffiness and anti-dark circles eye contour gel
- **ANTI-FATIGUE** Revitalizing moisture gel cream
- **ANTI-RIDES** Anti-wrinkle smoothing repair moisturizer
- **RASAGE EXPRESS** Express shaving foam
- **BAUME APAISANT** Soothing after-shave balm
- **ANTI-BRILLIANCE** Anti-shine mattifying moisturizer
- **NETTOYANT PURIFIANT** Micro-exfoliating facial foaming cleanser
- **ULTRA-HYDRATANT** Ultra moisturizing balm for dry skin

The LIERAC HOMME collection benefits from LIERAC's expertise and technology with the creation of a unique complex: SKINPOWER⁵. A true source of vitality and energy, SKINPOWER⁵ consists of 5 minerals (iron, magnesium, copper, zinc and manganese) that are vital for the proper balance and function of the skin. This performance-accelerating complex delivers more: effectiveness, energy, protection, resistance and comfort.

LIERAC INNOVATION: SKINPOWER⁵ COMPLEX:

- **IRON** plays a role in the oxygenation of the skin because it is indispensable for the transport of oxygen to the tissues. Iron is also an essential element for cell renewal.
- **MAGNESIUM** is one of the major elements making up the earth's crust. In the human body, it is the second most important mineral contained in the cells, in terms of quantity, after potassium. Magnesium is involved in the key processes of intracellular metabolism and plays a fundamental physiological role. A powerful 'enzyme activator', it stimulates energy reactions. In particular, it promotes protein synthesis and provides molecular cohesion. It is also essential for the transmission of nerve impulses to the muscles.
- **COPPER** is a trace element that works both at epidermal and dermal levels. In the epidermis, it plays a role in the keratinocyte cells' synthesis of keratin, while in the dermis it helps induce collagen production by the fibroblast cells.
- **ZINC** plays an important role in the differentiation and proliferation of the keratinocyte cells, while also exerting anti-inflammatory activity on the keratinocytes. Zinc boosts the proliferation of fibroblasts and increases their production of collagen and elastin. Consequently, it has an effect on skin resistance.
- **MANGANESE** is a valuable element for the two activities it combines: it helps combat free radicals by activating Super Oxide Dismutase, a manganese-dependent enzyme, and also works to stimulate keratinocyte proliferation and collagen production.

The SKINPOWER⁵ complex boosts the effectiveness of the complementary ingredients in each formula.

TEXTURE & SCENT

Each LIERAC HOMME texture is fresh and light. The non-sticky formulas quickly absorb, leaving no greasy residue or oily film. The light scent is original and masculine- an interplay of contrasts that achieves a delicate combination of mildness and strength. Its olfactory construction is based on: a top note that is invigoratingly fresh- **anise**, heightened by a hint of **spices (cardamom and nutmeg)**; a middle note that blends noble exotic woods (**sandalwood, vetiver and white cedar**) accentuated by **orris powder**; a base note featuring leather and **amber** mixed with a dose of **vanilla**. All products in the line are enhanced with this fragrance, subtly dosed so as not to interfere with the user's favorite cologne.

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LIERAC HOMME is now available at select CVS/pharmacy and Duane Reade European Skincare Centers in NY, NJ, and Pennsylvania, and nationally at www.lierac-usa.com

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