

FOR IMMEDIATE RELEASE

NEW! INITIATIC COMBATS THE FIRST SIGNS OF AGING: FINE LINES & WRINKLES

Introducing a LIERAC exclusive Bio-Botanical Complex to boost cell metabolism and protect mitochondrial DNA

New York, NY (March 2011) – Imagine if chronological skin aging could be delayed, especially in your thirties when the first signs occur. This decade is a time when preventative care and preserving the skin’s integrity is of utmost importance. New **INITIATIC** moisturizers, launching March 2011, stop time in its tracks with its exclusive **Bio-Botanical Complex**.

A recent discovery by the scientists at LIERAC Laboratories has pinpointed mitochondrial dysfunction as a major contributor to the appearance of fine lines and wrinkles. Mitochondria are located in the cell cytoplasm and can be compared to batteries, responsible for producing and distributing the vital energy (ATP=Adenosine TriPhosphate) needed for optimum cellular metabolism. Mitochondria have their own **DNA**, whose repair systems become run-down when faced with free radicals. The damage caused by these free radicals leads to dysfunction that affects the production of cell energy. This “energy crisis” causes the appearance of fine lines and wrinkles.

Inspired by these discoveries, LIERAC Laboratories has developed two moisturizers that help prolong skin's youthful appearance and combat premature aging.

LIERAC INNOVATION: AN EXCLUSIVE BIO-BOTANICAL COMPLEX

The Bio-Botanical Complex was brilliantly engineered by LIERAC scientists by fusing biotechnology and nature. It’s powerful, and effective and exclusive to Lierac Paris.

This complex is comprised of: a **high-tech peptide** and **goji fruit extract**.

The pentapeptide consists of 5 amino acids, and is structurally identical to an active fraction of the aconitase enzyme. The aconitase enzyme acts as bodyguard for the mitochondria by contributing to the production of energy and the protection of mitochondrial DNA. The peptide boosts this enzyme to help stimulate cellular metabolism and protect mitochondrial DNA.



Goji fruit extract, also known as “the fruit of longevity”, has powerful anti-aging properties. LIERAC uses the *Lycium Barbarum* variety, originating in Tibet. **GOJI BERRY:**

- Contains the highest antioxidant value on the ORAC scale (Oxygen Radical Absorbancy Capacity.)
- Boasts **400 times more Vitamin C** than oranges.
- Is rich in **21 trace elements (phosphorus, iron, zinc, selenium, copper,) Vitamins B1, B2, B6, E, and 18 amino acids.**

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TWO FORMULAS, EFFECTIVE RESULTS

The Bio-Botanical Complex lies at the heart of two moisturizing formulas: a fluid and a cream. Like every LIERAC formula, this extraordinary duo brings you a perfect fusion of science and luxury. Rare yet effective ingredients are combined in a specific order, calibrated to deliver refreshing hydration and youth-preserving results.

INITIATIC FLUID

This lightweight formula is ideal for normal to combination skin and delivers a long-lasting matte finish. **Freesia petals** and **red tea** give it a delicate scent. Key Ingredients:

- **3% Bio-Botanical Complex:** High-tech peptide + Goji Fruit Extract
- **5% Botanical Moisturizing Complex:** Botanical Polysaccharide + Botanical Glycerin
- **0.5% Botanical Agent** mattifies

INITIATIC CREAM

This creamy and ultra-hydrating formula is ideal for normal to dry skin. **Freesia petals** and **red tea** give it a delicate scent. Key Ingredients:

- **3% Bio-Botanical Complex:** High-tech peptide + Goji Fruit Extract
- **5% Botanical Moisturizing Complex:** Botanical Polysaccharide + Botanical Glycerin
- **2% Camellia Oil** nourishes and softens
- **1% Shea Butter** repairs

NO PARABENS, NO PHENOXYETHANOL

Day after day, the skin's appearance stays youthful. Used morning and night, the skin stays richly hydrated, amazingly supple, radiantly healthy.

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INITIATIC (\$48 each) will be available **MARCH 2011** through select physicians and at European Skincare Centers in select CVS/pharmacy and Duane Reade locations. lierac-usa.com Beauty.com skinstore.com 1-877-5-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 twitter: @lieracskincare

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