

FOR IMMEDIATE RELEASE

INTRODUCING NEW! SENSORIELLE MULTI-USE OIL FOR FACE, BODY & HAIR

Tantalize your senses with botanical oils and flowers of gardenia, jasmine and camellia

New York, NY (March 2011) – Let LIERAC Laboratories take you on a sensory and olfactory journey with **NEW Sensorielle** multi-use oil for face, body and hair-- an ode to white flowers and precious oils. This luxurious polysensory oil provides 24-hour hydration and softness to hair and skin, and contains an unprecedented combination of three unique white flowers and four rare oils.

3 unique and refined white flowers

Gardenia flowers originate from the tropical forests of southern Japan. Rich in essential oils, the extracts provide stimulating properties for the skin and relaxing properties for the mind and body. Gardenias have a subtle, romantic and refined fragrance.

Jasmine originates from the Indies and Egypt, and has always been a symbol of femininity and seduction. Rich in anti-oxidant and anti-inflammatory flavonols, it reinforces the skin's natural defenses and reduces protein oxidation. Jasmine essential oils are rare and highly sought-after, and procure a relaxing and harmonizing effect on the mind and body. Jasmine also strengthens hair.

Camellia originates from China, where it portrays perfect beauty through the purity of its forms and colors. Its EFA*-rich oil is obtained in the fall by cold pressing its grains, and has nourishing, protecting, soothing and softening properties. Camellia oil also helps combat the premature appearance of the visible signs of skin aging, and restores shine, vitality and softness to dry hair.

4 precious botanical oils

Used since the beginning of time, botanical oils have been a treasure of vitality and beauty for skin and hair. Their rich EFA content, key constituent of cell membranes, provides intense nutrition and hydration to skin. Their high concentration in vitamins protects and helps prevent the premature appearance of the visible signs of skin aging. Lierac Laboratories have selected four precious botanical oils with nourishing, hydrating and protecting properties for 24-hour hydration.

Argan oil, a rare oil produced Morocco, is used for its regenerating, nourishing and protecting properties. Rich in EFA, the presence of two important ingredients distinguishes it from other oils: unsaponifiables (polyphenols and carotenes) that have re-texturizing benefits, and vitamin E, with antioxidant properties.

Grapeseed oil is a powerful anti-oxidant that is rich in EFA, vitamin E and in flavonoids, that provides regenerating, re-texturizing and anti-oxidant benefits for skin and hair.

* Essential Fatty Acids

Sweet Almond oil is particularly rich in EFA and vitamins A and E. This light and creamy oil is known for its softening, nourishing and hydrating qualities. It softens and tones skin, thus preventing skin dryness, and also has anti-inflammatory properties.

Hazelnut oil contains 85% unsaturated fatty acids. Rich in calcium, it also contains vitamin A and E as well as vitamins B1, B2, B6 and PP. It's a nourishing oil that also has soothing and softening properties.

FORMULA

Hazelnut oil (10%)
Sweet almond oil (1%)
Grapeseed oil (1%)
Argan oil (2%)
Camellia oil (3%)
Jasmine extract (1%)
Gardenia extract (1%)

This amber-tinted oil has a fine, silky and non-greasy texture that is quickly absorbed. Use as often as necessary on dry or damp skin and hair.

Lierac tip: Added to bath water, Sensorielle transforms into a softening and protective milk, diffuses its subtle notes for a moment of pure pleasure and relaxation.
Shake before use.

Sensorielle does NOT contain parabens or phenoxyethanol.

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SENSORIELLE (\$34) will be available **APRIL 2011** in European Skincare Centers in select Duane Reade locations and online at lierac-usa.com Beauty.com skinstore.com, and **JUNE 2011** nationwide in select CVS/pharmacy locations.
1-877-5-LIERAC for more information

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