



Immediate Release

LIERAC Paris Introduces MORPHO-SLIM STOMACH & WAIST For a Slimmer Waist and Flat Stomach

New York, NY (Spring 2010) – Lierac Paris skincare is pioneering the fight for a slimmer waist with the introduction of **Morpho-Slim Stomach**. **Morpho-Slim Stomach** targets many women's problem areas: the waistline and stomach.

With pregnancy, menopause, and a slower metabolism, many women experience weight gain and lack of firmness in their abdominal area. These unsightly changes can be stalled and prevented with a topical slimming treatment in addition to healthy nutrition and exercise. **Morpho-Slim Stomach** is the perfect ally. Formulated with active ingredients, this slimming and firming product aims to block the production of triglycerides, and stimulates the transformation of fat cells into fibroblast-type cells.

ACTIVE INGREDIENTS

LIERAC INNOVATION- LIPO-REVERSE (7.5%):

A combination of **5% Active Caffeine** and **2.5% Glaucine Complex**, an exact replica of the original glaucine molecule found in the yellow horned poppy flower.

ACTION

1. Active Caffeine empties the fat cell (apudocyte).
2. Glaucine Complex transforms the fat cell into a fibroblast-type cell.
3. Collagen is produced via the newly formed cell.

The two active ingredients work in synergy to boost their respective properties and actions.

Brown algae extract (1%):

- Blocks lipogenesis. 58%* production of triglycerides by fat cells.
- Activates abdominal lipolysis regardless of age.

Oat Polysaccharides (4%)

- Immediate tightening effect.

RESULTS

Thanks to LIERAC's exclusive Lipo-Reverse complex, **MORPHO-SLIM Stomach** helps reduce not only the volume but also the number of fat-storing cells. The stomach is flatter, skin feels firmer and the waist appears re-contoured and refined.

PROVEN EFFECTIVENESS

- 1.31" Average reduction in stomach measurement after 28 days of use*
- .58" Average reduction in measurement around the waist after 28 days of use *
- 88% Stomach appears flatter*, 97% Firmer skin*, 91% Reduced abdominal fat*
- 88% Lost inches around the waistline*

*Clinical study with 34 female volunteers aged between 25-50 with a BMI between 23-30 and sagging skin around the stomach. Volunteers used Morpho-Slim Stomach and Waist for a period of 28 days, twice a day.

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Morpho-Slim Stomach will be available April 2010 (\$52) at select European Skincare Centers at CVS/pharmacy, Duane Reade and Longs Drugs. www.beauty.com www.cvs.com
www.lierac-usa.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, 1.877.5.LIERAC www.lierac-usa.com twitter @lieracskincare

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