

# LIERAC

## PARIS

For immediate release

## LIERAC PARIS takes exfoliation to a new level with MICRO-ABRASION

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**NEW YORK, NY** (November 2009) - **Lierac Laboratories** draws inspiration from the dermatological Microdermabrasion treatment with the introduction of **MICRO-ABRASION Exfoliating Smoothing Cream**.

**Microdermabrasion** is a popular technique performed by dermatologists where jets of aluminum oxide crystals 'polish' the skin to remove dead skin cells. **Lierac Paris MICRO-ABRASION** employs the same aluminum oxide crystals to provide women with a genuine and effective at-home exfoliation experience.

In just 2 minutes, **MICRO-ABRASION**:

### SMOOTHES AND IMPARTS RADIANCE

- **Immediately smoothes** skin by effectively removing dead skin cells.
- By massaging product into skin in circular movements, microcirculation is increased, which **improves radiance** immediately after the first application.

### IMPROVES SKIN TONE

- **Revitalizes and smoothes fine lines** by stimulating fibroblasts, collagen fibers and elastin.

### HYDRATES

- Promotes cellular renewal, which helps increase the number of keratinocytes and strengthen cellular cohesion, to **reinforce the natural hydration process**.

Lilia Tourmaine, in-house aesthetician at **Phyto Universe** in NYC recommends performing the following **3-step treatment twice a week** to revitalize and rejuvenate skin:

#### Step 1: EXFOLIATE

Splash lukewarm water on face and neck and apply **MICRO-ABRASION** in gentle circular movements. This will rid dead skin cells and improve the skin's overall texture and radiance. This step will also help maximize the absorption of products applied in the next steps.

#### Step 2: REJUENATE

Rinse thoroughly and pat skin dry, then apply **Concentré Mesolift** radiance serum. This will deliver essential vitamins and minerals to the deeper layers and surface of the skin, revitalizing even the most fatigued and dull complexions.

#### Step 3: HYDRATE

Depending on skin concern, apply a hydrating moisturizer chock full of healthy and restorative nutrients. For example, to complement **MICRO-ABRASION**'s anti-wrinkle benefits, use **Déridium** cream for normal/combination skin to combat the first signs of aging.

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#### About Lierac Paris

**Lierac Paris** is manufactured and distributed by Alès Group, USA, a subsidiary of Alès Groupe, headquartered in Bezons, France. Founded by a 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](http://www.lierac-usa.com)

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## MICRO-ABRASION

exfoliating smoothing cream

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### BENEFITS

**MICRO-ABRASION** guarantees:

Deep exfoliation  
Prevention and treatment of early or signs of aging

### INGREDIENTS

**MICRO-ABRASION** contains:

- A **25%** concentration of **aluminum oxide crystals** for in-depth exfoliation, and to stimulate micro-circulation and cell regeneration.
- **3% urea** to improve hydration, comfort and product tolerance.

### RESULTS

Results visible after the first application:

- Instant smoothing effect, leaving skin texture soft
- Skin appears more radiant
- Fine lines are less visible

If used regularly, **MICRO-ABRASION** will optimize the effectiveness of the daily application of other skincare products. For example, **MICRO-ABRASION** prepares skin for optimal results using **Concentré Mesolift** radiance serum.

### DIRECTIONS

Apply 1 to 2 times a week to a damp face and neck. Massage on skin in gentle, circular movements for 2 minutes. Rinse thoroughly.

### RX

**MICRO-ABRASION** is recommended for:

- Preparation and maintenance for and following dermo-aesthetic procedures.
- Women who are seeking:
  - Deep exfoliation
  - Prevention and treatment for the first signs of aging
  - Reduced visibility of scars (acne or postoperative)

### PACKAGING

50 ml

### RETAIL

\$38



**LIERAC MICRO-ABRASION** will be available **MARCH 2010**  
at Healthy Skincare Centers in CVS/pharmacy and Skin Fitness Centers in Duane Reade  
[www.lierac-usa.com](http://www.lierac-usa.com) / [www.beauty.com](http://www.beauty.com) / [www.cvs.com](http://www.cvs.com) / [www.skinstore.com](http://www.skinstore.com)

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