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MENSCIENCE FINDS SWEET SMELL OF SUCCESS IN SWEATY UNDERARMS

MIAMI, FLORIDA - May, 2006 – Along with all the perks of summer (beaches, barbecues and binis), comes the bad—sunburn, vacation traffic and, of course, a massive increase in body odor. Fortunately, MenScience, the leader in cosmeceutical-grade skin care, has unveiled its new **Advanced Deodorant** just in time for the sweaty, sticky months of summer. The deodorant contains no fragrance, alcohol, or aluminum and combines scientifically-proven advanced ingredients like microzeolites and botanical extracts to create a non-irritating, long-lasting odor eliminator.

Its exclusive formula neutralizes and prevents odor by eliminating bacteria, instead of simply using fragrances and alcohol to mask bodily odors like traditional “deodorants” do. And unlike antiperspirants, **Advanced Deodorant** doesn’t use aluminum ions to plug up the skin’s sweat ducts and prevent perspiration since this has been demonstrated to be bad for the skin and potentially cancer-causing.

In addition to the proprietary odor neutralizing agents, MenScience **Advanced Deodorant** uses natural astringents like Witch Hazel and Tea Tree Extract to fight odor-causing bacteria, and soothing agents such as Aloe, Allantoin and Glycerin to keep the skin smooth and soft. Microzeolites (deodorizing agents that absorb ions and molecules that form offensive odors) are able to pull in and trap gases due to their unique honey-comb molecular structure. They eliminate odor without interfering with the body’s natural process of perspiration.

Advanced Deodorant’s application is in convenient stick form. It goes on smooth, dry, non-sticky and won’t stain clothes. It is priced at \$17.00 and available, along with the full line of MenScience Androceuticals, at Barneys New York, Nordstrom and fine skin care retailers and spas, and at www.MenScience.com or by calling 1-800-608-MENS.

...is no scent at all!



Introducing
Advanced Deodorant

PRODUCT: ADVANCED DEODORANT
Fragrance Free

RETAIL PRICE: \$17.00 (2.6 oz.)

RECOMMENDED FOR:

Odor elimination
Sensitive skin
Active lifestyle

BENEFITS:

Maximum odor elimination and prevention

Smooth, dry and non-staining application

Non-irritating

INGREDIENTS:

Proprietary cosmeceutical-grade deodorizers, Tea Tree Extract and Microzeolites

Aloe, Allantoin, Witch Hazel

Hypoallergenic, Aluminum and Alcohol Free

METHOD OF USE:

Apply daily only to underarms.

WHAT'S UNIQUE ABOUT THIS PRODUCT:

The most advanced formula for long-term (12+ hours) odor elimination, containing cosmeceutical-grade ingredients, microzeolites and botanical extracts that target and neutralize odor-causing bacteria.

Due to the potential health hazards of aluminum, it does not use aluminum ions to clog sweat ducts and prevent perspiration as antiperspirants do.

Unscented, non-staining and goes on smooth.

COMPLEMENTARY PRODUCTS:

Daily Body Wash: Cleans and softens entire body with antibacterial ingredients.

Body Buff Gloves: Exfoliates and deep cleans skin.



MENS SCIENCE
ANDROCEUTICALS

MenScience offers advanced shaving, grooming and skin care products based on professional ingredients that deliver maximum efficacy and visible results. We invite you to get to know our company and what makes us different and successful.