

For Immediate Release

Contact: Jeanie M. Barnett
CancerCare
212-712-6137

Mimi Dakar
Marisa de Saracho
Sonya Dakar
818-898-9293 x 223

Skincare Guru Sonya Dakar Puts Star Power to Work for CancerCare



March 14, 2007, Los Angeles -- **Sonya Dakar**, skin care expert to Hollywood's top stars, marshaled her celebrity clientele during Oscar season to support **CancerCare** through a unique fundraiser: auctioning tubes of her popular Sonya Dakar 365 SPF 30 sunscreens that have been personally autographed by many of today's leading stars. All proceeds raised in the auction will support CancerCare's free counseling services for people with cancer and their loved ones.

Drew Barrymore, Gwyneth Paltrow and Madonna are just a few of the celebrities who signed their names on individual tubes of the sunscreen during their pre-Oscar pampering last month, where they received complimentary skincare services in preparation for their red carpet appearances at Hollywood's most important awards ceremony.

Dakar came up with the idea for the auction as an alternative to the traditional gift bag "swag" given away to celebrities during red carpet season. This year, she wanted to give celebrities an opportunity to give back.

"I feel like I have been so fortunate to come to a country with so much opportunity where its citizens have welcomed me and helped to make my success possible," said Sonya Dakar. "To be able to use that success to give back to an organization that is so worthwhile is very rewarding."

"We're grateful to Sonya Dakar for choosing CancerCare as the beneficiary of this unique fundraiser to help support our free counseling services to people with cancer," said CancerCare Executive Director Diane Blum.

The celebrity-autographed Sonya Dakar sunscreens will be auctioned off online in May 2007, via Ebay's Giving Works, which puts up for auction items whose purchases will support nonprofit organizations. Find out more at <http://pages.ebay.com/givingworks/index.html>.

CancerCare is a national nonprofit organization whose mission is to provide free, professional support services to anyone affected by cancer: people with cancer, caregivers, children, loved ones, and the bereaved. CancerCare programs – including counseling, education, financial assistance and practical help – are provided by trained oncology social workers and are completely free of charge. Founded in 1944, CancerCare now provides individual help to more than 91,000 people each year, in addition to the 1.6 million people who gain information and resources from its websites. Find out more at www.cancercare.org.

Sonya Dakar started out her career as an esthetician 30 years ago with a singular mission: to give everyone the chance to achieve great skin. What began with Sonya Dakar performing facials in the guest house of the family home (while husband Israel mixed skincare treatments in the kitchen), has blossomed into a worldwide phenomenon. She launched the Sonya Dakar Skin Clinic in 1984 in Beverly Hills, California. Today, the company manufactures over 120 plant-based products, which are sold nationwide as well as internationally through the company's website, fine spas, hotels and resorts. Find out more at www.sonyadakar.com.