

SONYA DAKAR

For Immediate Release

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Sonya Dakar introduces the

ULTRALUXE™ **JET SET Travel Kit**



The power of snake venom is now available in a sleek, FAA-approved travel size.

Sonya Dakar is proud to introduce the newest addition to the Jet Set Travel Kit family – The **UltraLuxe JET SET Travel Kit**. The **UltraLuxe JET SET Travel Kit** is the perfect companion for travelers who are concerned with the dehydrating effects of air travel and age control.

The **UltraLuxe JET SET Travel Kit** is a three piece set that contains the UltraLuxe Nourishing Wash, UltraLuxe Active Mask, and the UltraLuxe Age Control Complex for your skin type. These three ½ ounce anti-aging powerhouses are nestled in an elegant satin travel case with a waterproof compartment and room to spare for the rest of your skin care products, toothbrush, toothpaste and whatever else you can think of that needs to travel 3000+ miles with you. In order to accommodate all skin types, it is offered in two varieties to meet your skin's specific needs.

FOR DRY/NORMAL SKIN - UltraLuxe JET SET Travel Kit with UltraLuxe 9

Infused with rich botanicals such as aloe leaf juice, pomegranate peel, vitamin E, rosewood oil, bitter orange oil and apricot kernel oil to help nourish, hydrate and smooth your skin.

FOR COMBINATION/OILY SKIN - UltraLuxe JET SET Travel Kit with UltraLuxe 9oc

Enrich, moisturize and soften your skin with this aromatic blend of sweet almond extract, jasmine, mandarin orange peel, rosemary and apricot kernel oil. The UltraLuxe 9oc oil control formula also contains Potassium Azeloyl Diglycinate – an advanced, non-irritating sebum production regulator that promotes a clearer complexion.

The cornerstone of the UltraLuxe Collection is its **Nonaplex™** technology – a synergistic blend of 9 age-control ingredients: Syn-ake©, Argireline, Laminactine, Violox, Syn-coll, Matrixyl 3000, Gatuline, and Secrets of Acerola and Pomme. These advanced ingredients combine to form one of the most potent age control systems available. **According to skin expert, Sonya Dakar, “While Botox is still very popular; the beauty industry is seeing a rising need for less invasive cosmeceutical alternatives that have the same muscle relaxing properties.”** Syn-ake© is an active synthetic compound based on the paralyzing effect of Waglerin-1, the main peptide found in Temple Viper's venom. Sonya Dakar's ingenious incorporation of this ingredient into her premiere anti-aging line shows that once again she is one step ahead of the crowd in providing her clientele with a non-surgical alternative to Botox.

FUN FACT

Celebrity fans of UltraLuxe include Stacy “Fergie” Ferguson, Jaime Pressly, Drew Barrymore and more!

The **Sonya Dakar UltraLuxe JET SET Travel Kit** retails for \$98.00 and is available beginning in November at The Sonya Dakar Skin Clinic, fine spas, hotels and resorts, via phone at 877-72-SONYA, and online at www.SonyaDakar.com. The Jet Set Travel Kit is also available in the following skin condition specific lines: Acne/Clear, Maintenance and Irritation.

ABOUT SONYA DAKAR SKIN CARE

Sonya Dakar stated her career as an esthetician 30 years ago with a singular mission: to give everyone the opportunity to achieve great skin. What began with Sonya Dakar performing facials in the guest house of her family home (while husband Israel mixed skin care 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 70 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.