

FOR IMMEDIATE RELEASE

MEDIA CONTACT:

Deidra Garcia, Corporate Communications
MenScience Androceuticals
T: (305) 361-0994 Ext. 8003, F: (305) 832-7707
dgarcia@menscience.com, www.MenScience.com

MENSCIENCE ANNOUNCES NEWEST ADDITION TO MEN'S ACNE TREATMENT LINE

Acne Therapy Lotion Aims to Prevent Future Breakouts and Repair Acne-Stressed Skin with High-Performance Ingredients

MIAMI, FLORIDA - October 2007 – MenScience, a leading men's skincare, grooming and nutritional supplement company, expands on its line of acne treatment for men with the addition of new **Acne Therapy Lotion**. Formulated with a concentration of 3% Benzoyl Peroxide, **Acne Therapy Lotion** targets blemishes and reduces acne-causing bacteria on the skin's surface. Benzoyl Peroxide has been used extensively by skincare professionals and dermatologists to treat acne, but because it can often cause redness and dehydration of the skin, **Acne Therapy Lotion** also contains Green Tea, Allantoin, Panthenol and Urea. Each of these ingredients has been proven to possess moisturizing and water-binding properties, which helps balance irritation caused by Benzoyl Peroxide. This is especially relevant to men's skin care, as a recent MenScience survey concluded that 85 of 100 men polled discontinue use of an acne product if their skin condition appears to redden or worsen after first time usage.

Acne Therapy Lotion marks the second product to be introduced in the new men's acne treatment line, along with the **Acne Spot Repair**. While **Acne Spot Repair** is intended for immediate treatment of blemishes (due to the high concentration of 10% Benzoyl Peroxide), once blemishes have been controlled, **Acne Therapy Lotion** is recommended to prevent future outbreaks and repair acne-stressed skin. Application goes on invisibly and absorbs quickly into the skin. **Acne Therapy Lotion** is priced at \$28.00 and is available, along with the full line of MenScience Androceuticals, at www.MenScience.com or by calling 1-800-608-MENS. MenScience products can also be found at Barneys New York, Nordstrom and premium retailers and spas in the U.S. and worldwide.

###



Introducing Acne Therapy Lotion

MENS SCIENCE
ANDROCEUTICALS

PRODUCT: ACNE THERAPY LOTION
Ultralight. Oil-free.

RETAIL PRICE: \$28.00 (1.55 oz.)

RECOMMENDED FOR:

- Acne Treatment
- Repair and Improve
- Nurture and Protect

BENEFITS:

Most effective prescription-grade acne medicine to treat and prevent acne.

Helps combat inflammation associated with acne and helps soothe stressed skin.

Helps repair acne scars and heal acne-damaged skin.

INGREDIENTS:

Benzoyl Peroxide 3%

Allantoin, Green Tea, Urea, Panthenol

Vitamins A, C, E

PURPOSE:

Prescription-grade formula prevents and clears acne breakouts. Helps reduce inflammation, while repairing and conditioning acne-damaged skin. Light, non-greasy application goes on invisibly and absorbs immediately, without leaving a residue.

METHOD OF USE:

Start with 1 application daily, then gradually increase to 2 times if needed. Apply to clean skin in affected areas. If going outside, allow product to dry, then apply a sunscreen.

WHAT'S UNIQUE ABOUT THIS PRODUCT:

A professional-grade, ultralight and invisible lotion contains the most effective acne medicine used by doctors (Benzoyl Peroxide). The unique formula also provides Green Tea, Allantoin, Panthenol and Urea to help soothe acne-stressed skin and improve the appearance of damaged surfaces, promoting immediate and long-term results with regular use.

COMPLEMENTARY PRODUCTS:

Acne Spot Repair; Daily Face Wash; TIO2 Sunblock SPF 30

ABOUT MENS SCIENCE:

A leader in men's skincare, grooming and nutritional products, **MenScience** utilizes professional-grade ingredients and proprietary formulas to provide products that deliver maximum efficacy and visible results. Find out more about the award-winning brand at www.menscience.com.

Men's Best Defense Against Acne

