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WE'RE FIGHTING GLOBAL WARMING WITH FACIAL COOLING

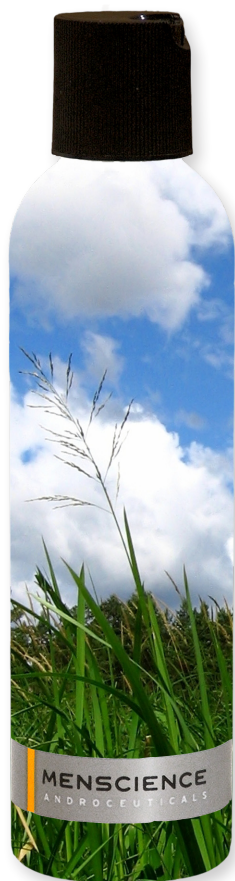
Advanced Face Tonic Continues MenScience Androceuticals' 'Green' Legacy

MIAMI, FLORIDA - February 1, 2008 – With car companies announcing environmentally friendly vehicle technologies, grocery stores ditching plastic bags and public officials garnering public appeal with 'Green Schools' and regional recycling competitions, Earth Day contributions are certainly making news. Having a positive relationship with the environment has been an integral part of the MenScience philosophy since its inception, as evidenced by the debut of another smart, eco-friendly product, the **Advanced Face Tonic**.

The new **Advanced Face Tonic** is an alcohol and oil free wonder designed to give men's faces - and mother earth - a fresh clean start. Using natural, eco-friendly ingredients, the Tonic's recyclable container is devoid of superfluous packaging. Smoothing rough, weathered skin and clearing away dead skin cells, this gentle, fragrance and dye free product utilizes Glycolic Acid and Malic Acid to dissolve buildup and clean pores of impurities together with the soothing, antioxidant power of Green Tea, Allantoin and Witch Hazel.

In addition to decreasing product packaging, MenScience uses environmentally responsible processes to reduce the environmental impact of its activities. Federico Sanchez, President of MenScience Androceuticals comments, 'We at MenScience recognize our personal and corporate responsibility to the environment and are thus dedicated to doing all we can to protect and conserve. Wherever possible, we eliminate waste. From reducing secondary packaging and scrupulously using both sides of all printed materials, to buying wind generated power and offsetting our carbon footprint, we do our utmost to be eco-friendly.'

MenScience Androceuticals manufactures and distributes unparalleled, doctor recommended skincare and nutritional products for men. Coined 'Androceuticals,' our specialized formulas contain pharmaceutical-grade ingredients for superior performance, quality and efficacy. For more on MenScience's environmental efforts, visit www.MenScience.com/earth. The complete MenScience product line, including the refreshing **Advanced Face Tonic**, is available at www.MenScience.com or by calling 1-800-608-MENS. MenScience products can also be found at Barneys NY, Nordstrom and other premium retailers, spas and dermatologists' offices throughout the U.S. and worldwide.



Introducing Advanced Face Tonic

PRODUCT: ADVANCED FACE TONIC
Alcohol Free. Oil Free.

RETAIL PRICE: \$29.00 (6 oz.)

RECOMMENDED FOR:

Daily Cleansing and Renewal
Repair and Improve
Oily and Acne -Prone Skin

BENEFITS:

Clears pores of oily residues and debris.

Smoothes skin and dissolves buildup and dead skin cells.

Promotes a smooth and clear complexion.

INGREDIENTS:

Tea Tree Extract, Green Tea, Witch Hazel

Glycolic Acid, Malic Acid

Allantoin, Urea

PURPOSE:

A powerful but gentle solution clears the face of oily residues, buildup and dead skin cells, which can cause a dull appearance and clog pores. Regular use provides a clean, bright, smoother-looking complexion.

METHOD OF USE:

Apply to clean, dry skin before shaving or moisturizing. Saturate cotton ball or tissue with toner and gently wipe face area for 30-60 seconds. Let evaporate. Avoid eye and mouth area. Repeat up to three times per day for oily or problematic skin.

WHAT'S UNIQUE ABOUT THIS PRODUCT:

An effective combination of Glycolic and Malic Acids deep cleans skin, while soothing and healing ingredients promote a smoother face and a clear complexion. Completely free of alcohol, oil and irritants, the toner can be applied before shaving or moisturizing and also at night to cleanse face in place of washing. Recommended for all skin types, especially oily and acne-prone skin.

COMPLEMENTARY PRODUCTS:

Acne Therapy Lotion; Daily Face Wash

MENSCIENCE
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MenScience offers advanced skincare and nutritional 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.

Global Warming



Cooling Facial

<http://www.menscience.com/earth>