



PRESS RELEASE

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HARNESSING MOTHER NATURE'S POTENCY

Latest skin care technology is the first to offer powerful, youth-inducing results with completely organic, plant-derived stem cells

St. Malo, France - Knowing that the best skin care products were the ones containing the highest concentration of chemicals, consumers for years willingly agreed to sacrifice their long-term health in exchange for tight, wrinkle-free skin. However, with the advent of stem cells in creams and serums, the stakes were higher – harsher chemicals in exchange for more dramatic results. Thankfully, the slippery slope of perfect skin verses long-term health has ended with XTEMcell announcing a line of skin care products made with organic, plant-derived stem cells. The company's scientists were the first to discover a completely natural, chemical-free process of obtaining stem cells from the rare, nutrient-rich Phoenix Dactylifera plant.

The patented technology allows organic stem cells to regenerate on their own naturally, through a process called mimeticism. Until this technology was discovered, nutrients found purely in nature have never been able to match the potency of those created with chemicals in the lab. Clinical testing has proven that the active cells used in XTEMcell's products are easily absorbed into the skin and able to speed and increase cell renewal when applied to the skin. In all those tested, the active cells increased and maintained moisture in the upper layers of the epidermis, while raised levels of filaggrin proteins helped to protect the skin from further damage.

XTEMcell is using these organic plant stem cells in their new line of creams and serums boasting "Stem Cell Technology." The products specifically target and reverse the effects of aging by speeding cell renewal, improving elasticity, erasing fine lines and wrinkles and strengthening the skin's outer layers. For more information, visit www.XTEMcell.com.

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If you would like more information about this topic, or to schedule an interview with Jais Perets, please call 212-784-6196 or e-mail Jais.Perets@XTEMcell.com.