



**SONYA DAKAR AWARDED ALLURE BEST OF BEAUTY  
-TWO YEARS IN A ROW-**

(SEPTEMBER 17TH, 2008 - NEW YORK) - This week, **Sonya Dakar** was invited to attend Allure's 2008 Best of Beauty Awards party held in New York at the Plaza Hotel. Sonya Dakar (founder of Sonya Dakar Skin Care) and her daughter Donna Dakar (Vice President of Education) attended the event where the Drying Potion was awarded "**BEST ZIT -ZAPPER**" for the second consecutive year after meeting the rigorous standards of the Allure Beauty Experts. "It was such an honor to meet editor-in-chief **Linda Wells** and to celebrate this amazing accomplishment amongst my peers" says Dakar. She adds "I have worked for over 30 years to heal people's skin, and to be able to put the Allure seal on one of my products is a big accomplishment and a very proud moment for me."

Every year- Allure samples, researches and tests new products on the market ranging from make-up, to hair care, serums, and moisturizers in every price category. Beauty Director Amy Keller-Laird says, "We start testing products about 8 months ahead of time...and I have a cosmetics chemists and dermatologists on speed dial. What makes the Allure Best of Beauty Awards different from other magazine awards is that we don't only look at new products. A company may have launched a product 15 years ago, and no one has topped it since." Such is the case with Sonya Dakar's Drying Potion. It made its debut in 1984 and has won the attention and devotion of many beauty editors, Hollywood starlets and skin care professionals. Marketing studies show that the awards do have an impact on the buying habits of American women. "Every year, this issue sells 57 million beauty products," explains Allure Vice President and Publisher Nancy Berger Cardone.

Allure is a monthly women's beauty magazine published by Condé Nast Publications and founded in 1991. The annual Best of Beauty Awards, which include the Allure editors' favorite products, is a signature of the magazine. Sonya Dakar developed Drying Potion over 20 years ago as an overnight solution for pesky breakouts. The combination of sulfur, lavender, sage and peppermint is packaged in her iconic little blue bottle and retails for \$25.00.

Sonya Dakar has been treating skin since 1971. What started out as a Hollywood secret has flourished into a brand and leader in the skin care industry. Sonya Dakar is based in Beverly Hills and treats the famous faces of **Jessica Biel, Jaime Pressley, Megan Fox, Fergie** and many more.

Consumers can visit [www.sonyadakarskinclinic.com](http://www.sonyadakarskinclinic.com) for additional information.

###

Mimi Dakar

Sonya Dakar Skin Clinic

[mimi@sonyadakarclinic.com](mailto:mimi@sonyadakarclinic.com)

310-553-7344



(Left to Right) Publisher Nancy Berger Cardone , Sonya Dakar, and Editor in Chief Linda Wells