

SONYA DAKAR

The Problem Skin Specialists®



Contact: Mimi Dakar Berry
310.553.7344 | mimi@sonyadakarclinic.com

Organic Omega Booster

100% Organic * Natural * Vegan

Sonya Dakar launches a limited edition PINK Organic Omega Booster in support of breast cancer awareness month. Hollywood's Skin Guru is repackaging one of her cult favorite products for the month of October to benefit a disease that is near and dear to her heart. Sonya Dakar chose her Organic Omega Booster for a few different reasons. It is 100% Organic, and studies have shown that an organic diet and lifestyle is highly beneficial in the treatment of cancer. Studies have also shown that a diet rich in Omega 3 fatty acids can help prevent breast cancer and the development of breast cysts. And lastly many of her clients who have battled this disease have used her Organic Omega Booster through their treatments to help calm, soothe and hydrate their skin.

Dakar is proud to announce it's support of the Dr. Susan Love Research Foundation and it's key program the Love/Avon Army of Women, which is working to move breast cancer beyond a cure. During the month of October, Sonya Dakar will be donating 20% of PINK Organic Omega Booster sales to the Dr. Susan Love Research Foundation, a 501 (c)(3) non-profit organization working to eradicate breast cancer and improve the quality of women's health through innovative research, education, and advocacy. The Love/Avon Army of Women is one of the Foundation's largest campaigns leading groundbreaking research that will move breast cancer beyond a cure and eradicate it once and for all. The mission of the Army of Women is to recruit ONE MILLION MEN AND WOMEN, including healthy men and women and survivors, to participate in breast cancer prevention research. For more information about the Dr. Susan Love Research Foundation, visit www.dsrlf.org. To sign up for the Army of Women, visit www.armyofwomen.org today.

"I am honored to be able to partner with the Dr. Susan Love Research Foundation and help raise awareness for their groundbreaking initiative, the Army of Women, that will accelerate the research needed to eradicate a disease that has affected too many women we all love", says, Dakar. The limited-edition PINK Organic Omega Booster will be available October 1, 2010 at www.sonyadakarskinclinic.com while supplies last.

About the Organic Omega Booster: 100% Organic Vegan Omega-3 and Omega-6 fatty acids nourish from the inside out to help replace lost moisture by duplicating your skin's natural oil balance. Infused with Sage, Ylang Ylang Celery, Eucalyptus and Grapefruit essential oils to help reduce oil and breakouts. Palmarosa and peppermint help speed skins circulation for faster healing. This complex also treats skin dehydration and irritation that may results from acne, rosacea, and eczema or acne treatments.

BENEFITS

- Deeply penetrates to restore skin's natural moisture levels
- Great for rosacea & eczema

SONYA DAKAR

The Problem Skin Specialists®



Cont'd

KEY INGREDIENTS

- Omega-3: regulates skin natural oil production, natural anti-inflammatory and hydrating properties
- Palmarosa: corrects production of skin sebum, stimulates cell rejuvenation
- Sage: anti fungal, anti microbial, anti oxidant, anti septic, anti inflammatory
- Ylang Ylang: helps regulate sebum secretion
- Eucalyptus: effective for treating burns, and cuts
- Grapefruit: helps fights free radicals

To Use: AM & PM Massage a few drops into cleansed face and neck.

PRICE: \$42 | SIZE 15ml (.05 oz)

Available: October 1, 2010 www.sonyadakarskinclinic.com

ABOUT SONYA DAKAR: 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 the creator and founder of the Sonya Dakar Skin Clinic located in Beverly Hills, as well as Sonya Dakar Skin Care products. She has created innovative and corrective skin care, and supplements,. Sonya Dakar is a celebrated and world-renowned skin care expert. Her numerous awards and accolades include:

ABOUT THE ARMY OF WOMEN: Launched in October 2008, The Army of Women is a unique new program of the Dr. Susan Love Research Foundation that offers men and women the opportunity to help unlock the key to preventing breast cancer. The Army of Women is seeking to recruit one million mean women nationwide to move breast cancer beyond a cure and help researchers learn what causes breast cancer. Over the years, billions of dollars has been raised to advance treatment and early detection, but researchers still do not know what causes breast cancer. The Army of Women empowers men and women with a new opportunity - a simple but revolutionary call for one million people of all ages and ethnicities, including healthy men and women and survivors, to join the "Army of Women" and consider serving as research volunteers to help scientists understand the causes of breast cancer - and how to end it once and for all. Women and men everywhere are encouraged to be "one in a million" by learning more and signing up at www.armyofwomen.org.

###