Press Contact:

 Elizabeth Bassmaji
Elizabeth@connectcomsinc.com
773.868.0966

**Bio-Cellulose Fact Sheet**

Karuna has launched a new mask called the Luxe Skin Regenerating Face & Neck Mask. The mask targets aging, dry and sensitive skin types, and provides a mega moisturizing effect using a revolutionary bio-cellulose mask. This natural, biodegradable, intensely moisturizing mask is composed of 99 percent water and helps regenerate and heal skin, locking into the pores in the process for maximum moisture.

***What is bio-cellulose?***

Bio-cellulose is a moisture-rich plant derivative. It clings to skin in a way that other masks don’t, providing cells with on-the-spot moisture immersion. It’s like a spa treatment for your pores.

***What does bio-cellulose do?***

Bio-cellulose has been used in healing the skin of burn patients. It presents a premium, concentrated antidote to dryness, which stems from the environment or is a result of aging.

***Where is it most effective?***

Our bio-cellulose masks targets the often neglected neck and décolleté as well as the face—two areas known for their transparency in giving away a woman’s age.

**Benefits:**

* Because of the moisture-rich qualities of bio-cellulose masks, it feels like a second set of skin, clinging to your face.
* Bio-cellulose naturally locks on to your pores, curving to the lines of your face and resulting in skin that feels tighter, softer and healthier with each use.
* Bio-cellulose works on even the hardest-to-reach pores, giving neglected areas of your face and neck moisture-rich TLC.
* When skin is well moisturized, it appears brighter and more even in skin tone.
* The Luxe Skin Regenerating Face & Neck Mask contains an exclusive beauty boost with age-defying peptides to stimulate collagen and renew the skin.
* This mask, and all Karuna masks, are free of parabens, petrochemicals, dyes or synthetic fragrances.
* Conveniently packaged and ready whenever you are, these masks are a spa on the go.
* For premium results, use the bio-cellulose mask once a week.

###