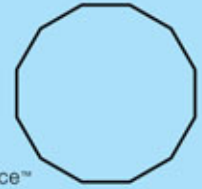


BENEV Company Inc.

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Progressive Skin Science™

**FOR IMMEDIATE RELEASE**

July 28, 2009

## **BENEV Supports Mothers and Babies through Local La Leche League Annual Event Celebrates World Breastfeeding Week**

**Mission Viejo, CA**— In honor of World Breastfeeding Week (August 1–7, 2009) BENEV is proud to support La Leche League of South Orange County's annual family picnic and fundraiser. BENEV Company Inc., an FDA-licensed pharmaceutical manufacturer based in Mission Viejo, CA, has donated full-size bottles of BENEV® Emlite® Cream for inclusion in the organization's free gift bags for attendees. La Leche League is an international non-profit organization that strives to help mothers worldwide to breastfeed through mother-to-mother support, encouragement, information, and education, and to promote a better understanding of breastfeeding as an important element in the healthy development of the baby and mother.

Emlite® Cream promotes a more even, youthful-looking, lighter complexion with phyllanthus emblica fruit extract, which is clinically proven to help reduce hyperpigmentation such as melasma (the "mask of pregnancy") and UV-induced pigmentation. Safe for pregnant and nursing women, it is an effective, non-toxic alternative to skin lighteners such as hydroquinone. It is non-photosensitizing, non-comedogenic, hypo-allergenic, fragrance free, and cruelty free.

Victoria Rose, BENEV Marketing Director, said, "BENEV strongly supports mothers and families, so it has always been important to us to develop products that are safe for pregnant and nursing women. We are delighted to support our local community and take part in our area La Leche League's annual picnic and fundraiser."

The picnic will be held on August 1, 2009 in Laguna Beach. For more information, go to <http://www.llusa.org/web/SaddlebackValleyCA.html>.

### **About La Leche League**

La Leche League (LLL) is a nonprofit nonsectarian organization dedicated to providing information, encouragement, and support to women who wish to breastfeed their babies. Our meetings are led by mothers who have happily and successfully breastfed their own children and have subsequently been accredited by LLL International. The breastfeeding information presented by LLL Leaders has been approved by the LLL International Medical Advisory Board of physicians and professionals recognized as experts in their field. For more information, visit [www.LLLUSA.org](http://www.LLLUSA.org).

### **About BENEV Company, Inc.**

BENEV is committed to serving medical skin care professionals around the world by developing scientifically advanced, effective solutions that promote optimum skin health. All BENEV products are developed in our FDA-licensed drug manufacturing facility with stringent quality control to ensure safety, stability, and efficacy. Available only through physicians. For more information, call 1-888-43-BENEV or go to [www.BENEV.com](http://www.BENEV.com).