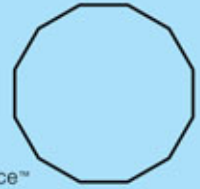


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Progressive Skin Science™

FOR IMMEDIATE RELEASE

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Prepping Skin is Key to Flawless Makeup Easy Steps for Pre-Makeup Skin Care from BENEV

Mission Viejo, CA—The best way to achieve a natural, flawless look with makeup is to start with healthy-looking skin. Properly preparing skin is a sure way to achieve a radiant, even finish so everyone will notice your beautiful skin, not your makeup. Follow these simple tips before applying makeup to achieve the look you want:

1. Choose an appropriate, pH-balanced cleanser and be sure to rinse thoroughly to enhance the longevity of makeup. If your cleanser is not pH-balanced, your skin may still be chemically changing to its normal pH level when you apply skin care products or makeup, and this can cause makeup to wear off faster and your skin to become irritated or experience a breakout. Rinse thoroughly because any slight cleanser residue left behind will emulsify makeup. If makeup either disappears or cakes up on your skin, and you are rinsing thoroughly, then your cleanser is probably not right for you, and you should consult your skin care specialist.
2. Remove dulling dead skin cells with light hydroxy acid exfoliators (salicylic and glycolic acid). This will provide a smoother and softer appearance of foundation. A buildup of dead skin cells will give your makeup a cakey, thick look, lending to a look of thick, textured skin.
3. Masking is beneficial for specific skin conditions to improve the coverage and longevity of makeup. Cover-up is often unnecessary for skin that has been recently masked. Oily skin tends to look shiny about two hours after makeup application, and people will often apply a lot of powder to correct this, which can cause closed comedones (blackheads) and acne breakouts. A better option is to use an absorbent mask with ingredients such as sulfur, tea tree oil, and hyaluronic acid to balance surface oils and moisture levels before applying makeup. A nutritious conditioning mask is best for dry/dehydrated and/or sensitive skin to minimize dry fine lines, reduce redness, hydrate for a supple appearance, and even out skin tone.
4. Hydrating the skin can help you achieve a softer and smoother application of makeup by plumping up the surface of the skin. Hyaluronic acid is a good choice for all skin types and conditions, as it is a substance found naturally in skin cells.
5. The ingredient acetyl hexapeptide-8 (found in select premium “tightening” or “lifting” products) is a must-have for a smooth makeup application. Used for tightening, it has been shown to reduce the appearance of fine lines and wrinkles and helps prevent new lines from forming by inhibiting muscle contractions.
6. Use one of the best-kept secrets in the professional makeup industry: silicone. Silicone spray or gel, applied before foundation, works for all skin types. Silicone “fills in” creases and crevices so foundation and powder will not seep in and make them more obvious. Silicone also acts like a physical barrier, keeping moisturizer and your skin’s oils from mixing with makeup.

Suggested BENEV® products for flawless makeup application: BENEV® Crystal (oily skin) or Pearl Cleanser (normal to dry), which are both pH-balanced and rinse off easily; BENEV® Salicylic Acid Exfoliator 2% and Glycolic Exfoliating Gel 7.5%; BENEV® Sulfur Mask (oily/acne skin) or Vitamin C Mask (dry, mature, or sensitive skin); BENEV® Hyaluronic Moisturizer, BENEV® Instant Lifting Serum, which contains a high level of acetyl hexapeptide-8; BENEV® Silicone Spray and/or Vitamin C Gel, which are both excellent pre-makeup silicone products.

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.