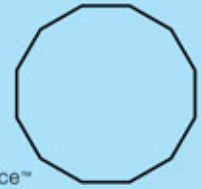


BENEV Company Inc.

23263 Madero, Suite A, Mission Viejo, CA 92691, USA www.BENEV.com
949-457-2222, 949-457-2221, fax



Progressive Skin Science™

FOR IMMEDIATE RELEASE

September 17, 2008

In-House Clinical Trials to Provide Proof of BENEV Results Visia® Shows Quantifiable Effects of Cosmeceutical Products

Mission Viejo, CA—Dermatologists, plastic surgeons, and medical skin specialists now have more scientific evidence to demonstrate the efficacy of BENEV professional skin care products. BENEV Company Inc., an FDA-licensed pharmaceutical manufacturer, has begun conducting in-house clinical trials for the purpose of presenting new and existing products with more clinical data on treatment results. In addition to conducting trials on BENEV products, in-house clinical testing will also be available for products manufactured through the BenevLab private label program, which also offers customized imagery and marketing materials for all private label customers.

BENEV utilizes several tools to measure clinical testing results, including the Visia® Skin Analysis System. Rodney Roan, head of BENEV Research and Development, said, “Visia provides us with measurements our customers are familiar with; they already understand Visia readouts. We feel that conducting in-house clinical testing is important to help show how result-oriented our products are.”

Currently, BENEV is nearing the end of an eleven-week trial on its new growth factor technology products and Dermal Roller, examining lightening and rejuvenation effects. Results will be published soon.

For more information on BenevLab private label manufacturing, please contact Patrick Nido, BENEV Research and Development Chemist, at (949) 457-2222 ext. 127, or Patrick@benev.com.

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.