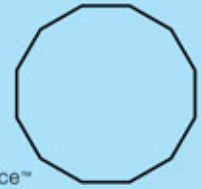


BENEV Company Inc.

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

BenevLab Private Label Now Offers Clinical Testing Products Formulated, Manufactured, and Tested in One FDA-Licensed Lab

Mission Viejo, CA— BENEV Company Inc., an FDA-licensed pharmaceutical manufacturer, has added in-house clinical trials to its BenevLab private label service. Businesses can count on the same high quality and strict scientific standards for their product testing that BENEV is known for in its manufacturing.

BenevLab utilizes several tools to measure clinical testing results, including the Visia® Skin Analysis System. Rodney Roan, head of BENEV Research and Development, said, “We use Visia because our customers are already familiar with the measurements and readouts. We are expanding our private label services to include in-house clinical testing to provide our customers with more convenience and value.”

The BenevLab facility is FDA-certified, complies with the FDA’s Good Manufacturing Practices, uses pure, pharmaceutical-quality ingredients, and tests each small batch of product. BenevLab also offers customized imagery and marketing materials for all private label customers.

BenevLab specializes in flexible and complete manufacturing for small businesses. Services available include formula creation to customer specification, medical device topical solution development, and contract manufacturing. 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.