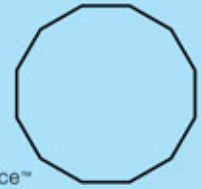


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Progressive Skin Science™

FOR IMMEDIATE RELEASE

September 8, 2009

Holiday Cocktails That Are Good to Indulge in BENEV “Cocktails” for Younger-Looking, Radiant Holiday Skin

Mission Viejo, CA—This holiday season, many people will be starting a new holiday tradition: healthier, younger-looking skin with BENEV Holiday “Cocktails.” Stress, winter weather, late nights, rich food and drink, and busy schedules that disrupt regular exercise can wreak havoc on skin, but BENEV’s easy, instant Holiday Cocktails will help defend the health of your skin and promote a more youthful appearance in just a few weeks!

No Mask Needed Halloween Cocktail

Don’t hide behind a scary mask this Halloween. Start using this intensive treatment every night early in October for healthier, smoother looking skin by Halloween! Packed with replenishing moisture, antioxidant vitamin C, line-filling silicone, and new generation peptides that smooth the appearance of skin, this mixture helps fight summer sun damage and signs of aging. Blend all ingredients in the palm of your hand to create an infusion and apply.

- BENEV® Instant Lifting Serum—3 drops
- BENEV® Hyaluronic Moisturizer—1 drop
- BENEV® Vitamin C Gel—1 pump

A Cocktail to be Thankful for

Don’t get caught in this year’s family photo with grandma’s turkey neck! Transform your neck with this gentle blend of DMAE, CoEnzyme Q10, vitamin C, and nourishing moisturizers to encourage collagen production and promote firmer, smoother, younger-looking skin. Blend ingredients in the palm of your hand to create an infusion. Apply to your neck each evening, focusing on areas lacking firmness.

- BENEV® Redoxa® Cream—1 pump
- BENEV® Pure Squalane—1 drop
- BENEV® Hyaluronic Moisturizer—3 drops

Holiday Indulgence Cocktails

During the holidays, we tend to indulge in good food and great cheer! What does this have to do with your skin? Additional fat and cholesterol from rich “celebration” foods can cause the movement of blood and nutrients to become sluggish, robbing your skin of its healthy glow and decreasing the rate of cellular regeneration. So while you are living it up this holiday season, start a new tradition with BENEV’s Holiday Indulgence cocktail blends for radiantly healthy skin! Just choose the formula that is best for the conditions your skin is experiencing this season. Blend all ingredients in the palm of your hand to create an infusion and apply nightly.

Formula #1: Banish Winter Woes Blend

For dry and sensitive skin. Glycolic acid helps to soften and smooth skin, retinol stimulates cellular renewal, and a well-balanced cream of vitamins, minerals, and moisturizing hyaluronic acid supplements skin’s natural moisture to combat the dehydration that often results from traditional holiday cheer.

- BENEV® Glycolic Exfoliating Gel 7.5%—1 pump
- BENEV® Retinol Cream—1 pump
- BENEV® Hyaluronic Cream—1 pump

Formula #2: The Santa Skin Syndrome Blend

For skin that is very reactive and suffering from holiday overload. Soothe redness, broken blood vessels, breakouts, and irritation with this calming blend of naturally occurring azelaic acid, botanical extracts, vitamin C, and hydrating moisture.

- BENEV® Azalex Gel—1 pump
- BENEV® Vitamin C Gel—1 pump
- BENEV® Hyaluronic Moisturizer—3 drops

Formula #3: All Shook Up Hangover Cocktail

For skin that seems to be dehydrated and breaking out at the same time. When your skin doesn’t know which end is up, and you can’t seem to find any hope for restoring a balanced, healthy state, try this triple-shot instant remedy.

- BENEV® Redoxa® Cream—1 pump
- BENEV® Acne Spot Treatment—1 to 2 pumps
- BENEV® Hyaluronic Moisturizer—3 drops

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.