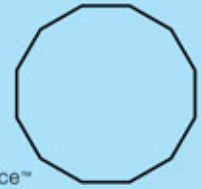


BENEV Company Inc.

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Progressive Skin Science™

FOR IMMEDIATE RELEASE

July 3, 2008

Restore Youthful Skin with Growth Factor Biotechnology NEW Growth Factor Complex Serums from BENEV®

Mission Viejo, CA—BENEV Company Inc., an FDA-approved pharmaceutical manufacturer, announces the release of three new skin serums based on the latest biotechnological research into the skin healing and anti-aging effects of growth factors: Growth Factor Rejuvenating Complex, Growth Factor Brightening Complex, and Growth Factor Body Care Complex. These concentrated serums are designed to be used with electroporation, iontophoresis, and transepidermal delivery systems that include topical applications so that the complexes penetrate deeply into the skin for maximum interaction with skin cells.

Growth factors are natural proteins abundant in young, healthy skin that nourish skin cells and keep them active, regulating repair and renewal processes. They are involved in cell generation, collagen production, and elastin production. These functions help keep skin taut, firm, and smooth. As skin ages or suffers photo-damage from sun exposure, it produces fewer growth factors, loses elasticity, and develops wrinkles and discoloration. Now, advances in biotechnology have made it possible to produce growth factors in a laboratory and stabilize them for topical application.

BENEV® Growth Factor Complex serums all contain epidermal growth factor and fibroblast growth factor to replenish the skin's supply of these crucial proteins and fight visible signs of chronological and sun-induced aging. Epidermal growth factor helps encourage new skin cell generation, which slows down as skin ages, to replace dull, aging, wrinkled skin with a more youthful, smooth, radiant complexion. Fibroblast growth factor helps to increase the production of fibroblasts, which synthesize collagen and elastin for firmer, more resilient, youthful skin. Fibroblast growth factor also aids in blood vessel formation, which is beneficial for healing damaged skin cells and improving circulation of nutrients and oxygen for visibly healthier skin.

- **Growth Factor Rejuvenating Complex** is designed to diminish the appearance of fine lines and wrinkles, increase firmness and elasticity, and restore a youthful glow to skin.
- **Growth Factor Brightening Complex** is designed to treat pigmentation problems such as uneven skin tone, age spots, and sun spots with aminoethylphosphinic acid, which helps inhibit melanin production.
- **Growth Factor Body Care Complex** is designed to diminish the appearance of stretch marks and increase skin firmness and tone. Contains green bean extract, methylsilanol hydroxyproline aspartate, and rutin to smooth stretch marks.

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.