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WRINKLES MYSTERIOUSLY DISAPPEAR ALL OVER AMERICA...WOMEN LOOKING YEARS YOUNGER INSTANTLY.

Husbands wondering what happened?

InstantEffect™, breakthrough firming serum that temporarily erases the appearance of fine lines and wrinkles is the secret!

Jersey City, NJ—August 2010 In our fast-paced, multitasking world, how much can realistically be accomplished in 90 seconds? Other than checking email on a Blackberry or iPhone, there really isn't much that can be done in so little time. Even checking or updating a Facebook profile takes longer.

Until now....

Introducing **InstantEffect™** 90-Second Wrinkle Reducer from the makers of Hydroxatone®, best known for clinically proven ingredients that deliver visible, anti-wrinkle results and a compelling presence on TV, radio and print. Although the entire line of premium skincare is formulated with science's most advanced and innovative ingredients, the buzz and excitement about **InstantEffect™** 90-Second Wrinkle Reducer are unparalleled.

InstantEffect™ 90-Second Wrinkle Reducer is a breakthrough firming serum that temporarily erases the appearance of fine lines and wrinkles. This hard-working anti-wrinkle essential also optically eliminates the look of crow's feet and visually smoothes under-eye bags and puffiness. When it's time to save face, **InstantEffect™** 90-Second Wrinkle Reducer truly delivers dramatic, instant gratification to demanding consumers.

InstantEffect™ 90-Second Wrinkle Reducer Benefits:

- Visibly diminishes the look of fine lines and wrinkles temporarily.
- Optically eliminates the appearance of crow's feet.
- Visually smoothes under-eye bags and puffiness.

- Effects last up to eight hours and the product can be applied as needed.
- Amazing, lightweight formula.
- Works in 90 seconds or less!

How **InstantEffect™** 90-Second Wrinkle Reducer Works:

InstantEffect™ 90-Second Wrinkle Reducer is formulated with ingredients that are designed to defy age—and expectation. The formula features micronized firming ingredients, a mix of skin-tightening crystals, moisturizing agents and vitamins. And it's enriched with light-diffusing ingredients that help promote a smoother-looking and more radiant complexion.

InstantEffect™ 90-Second Wrinkle Reducer delivers results without needles or invasive procedures. The best part? **InstantEffect™** 90-Second Wrinkle Reducer is easy to use!

How to Apply **InstantEffect™** 90-Second Wrinkle Reducer:

- Dispense a small amount of serum on fingertips (one pump for both eyes should be enough. For best results, use less serum, rather than more.
- Sweep serum under the eyes, starting from the inner corner and spreading outward over fine lines, wrinkles and under-eye bags.
- Set by gently tapping a fingertip over the application area to aid with drying. Make-up can be applied over the serum.

InstantEffect™ 90-Second Wrinkle Reducer is available at all ULTA stores and retails for \$60. To request product or for more information about **InstantEffect™** 90-Second Wrinkle Reducer, please contact Rebecca Petersen at rpetersen@hydroxatone.com or 612.850.6003.