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## **CELTRIXA BY HYDROXATONE®: Radically Reduce Stretch Marks Without Surgery!**

**Jersey City, NJ—August 2010** Over 60% of women are affected by stretch marks in her lifetime as a result of pregnancy, rapid growth, or weight gain. Men are not spared from this condition either. Stretch marks may form quickly, but visible effects can last a lifetime, unless treated.

Stretch marks are caused when the skin is forcibly extended. The affected areas become inflamed, decreasing the skin's resistance to stretching. Enzymes in the skin are released that further degrade the skin's extracellular matrix.

Celtrixa, a specialty non-prescription topical cream, contains ingredients clinically-proven to visibly reduce stretch mark depressions AND fade the dark discoloration. Celtrixa is formulated to inhibit inflammation, reducing the amount of destructive enzymes and strengthening the extracellular matrix.

### **BEAUTIFUL BENEFITS OF CELTRIXA STRETCH MARK LOTION INCLUDE:**

- Significantly fades visible stretch marks with continued use
- Enhances skin firmness and elasticity
- Helps protect the skin structure (extra cellular matrix) from tissue degradation
- Keeps skin moist, smooth and supple
- Helps correct irregularities in skin coloration

### **KEY INGREDIENTS IN CELTRIXA STRETCH MARK LOTION INCLUDE:**

- **REGU®-STRETCH**
  - Complex containing peptides, vitamins and botanical extracts
  - Improves skin firmness and elasticity
  - Moisturizes and soothes the skin
  - Stimulates collagen to promote stretch mark repair
- **Calming Botanicals & Antioxidants**  
Helps reduce inflammation, moisturizing, skin conditioning and soothing
- **Octadecenedioic Acid (O.D.A.white®), Bearberry & Licorice Extracts: Skin Brighteners**  
Visibly fades discolored appearance to skin through regulation of tyrosinase

The Hydroxatone line includes: Hydroxatone AM/PM Rejuvenating Treatment, Hydrolyze Under Eye Treatment, Celtrixa Stretch Mark Lotion, Declatone Neck & Décolleté Cream, and Luminique Facial Brightener, in addition to synergistic products to provide a proper skincare regimen.

Celtrixa is now available at all ULTA locations.

To request product or for more information about Celtrixa, please contact Rebecca Petersen at [rpetersen@hydroxatone.com](mailto:rpetersen@hydroxatone.com) or 612.850.6003.