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DR. MICHAEL FIORILLO & HYDROXATONE® SKINCARE WAGE A WAR ON FINE LINES, WRINKLES AND ALL YOUR AGING DILEMMAS!

Jersey City, NJ—August 2010 In today's saturated skin-care market, women have more choices than ever before! Selecting the right product can be daunting and intimidating, but Hydroxatone® Skincare, best known for clinically proven ingredients that deliver visible, anti-wrinkle results and its compelling presence on TV, radio and print, has simplified this difficult process and separated itself from the pack of imitators.

The best-selling, ever-expanding line continues to grow, pioneering new products with effective, efficacious ingredients that provide real results for real women. However, the secret to Hydroxatone® Skincare's success is the brand's commitment to their customers' desire for healthy-looking, beautiful skin. The entire line of premium skincare is formulated with science's most advanced and innovative ingredients.

Hydroxatone commissions a team of true experts to guarantee performance and satisfaction with all products. These experts work within the fields of physiology, nutrition, science and medicine **and are led by Hydroxatone's Medical Director and Co-Creator, Dr. Michael Fiorillo.**

Dr. Fiorillo and Hydroxatone share a common vision when recommending at-home skincare products:

- » **Exceptional Efficacy:** Luxurious, yet effective ingredients and therapies that feel good on the skin and are safe for daily use.
- » **Visible Results:** Hydroxatone® skincare truly is revolutionary and delivers visible results you can see—and everyone will notice.
- » **Proven Science:** A scientifically advanced blend of medical-grade ingredients proven efficacious without irritation ensures optimal performance.
- » **Convenience:** Hydroxatone® Skincare is multifunctional, which streamlines and simplifies the beauty routine, and also saves customers time and money.

Hydroxatone provides topical solutions to these common skin concerns:

- Fine lines and deep wrinkles
- Stretch marks
- Skin firmness, tone and texture
- Hydration
- Dark, under-eye circles
- Under-eye puffiness

- Turkey neck
- Skin radiance and glow
- Discoloration caused by hyperpigmentation, melasma, and photodamage
- Thin, sparse eyelashes

ABOUT DR. MICHAEL FIORILLO

[Dr. Michael A. Fiorillo](#) is a board-certified, plastic surgeon who has been featured in *Allure*, *Glamour*, and *Self* magazines as one of New Jersey's premier plastic surgeons. Dr. Fiorillo specializes in cosmetic plastic surgery and develops an individualized plan of treatment for each patient. Dr. Fiorillo is famously known for and ultimately dedicated to achieving a natural, post-surgical look. He performs a wide array of both surgical and non-surgical cosmetic procedures, including laser surgery, dermal fillers, and neurotoxins. As a national speaker and trainer for Perlane®, Restylane®, and Dysport®, he frequently travels around the country to educate other physicians how to inject these fillers.

Dr. Fiorillo has three offices in the New York metro area: in [Pearl River, New York](#) (only minutes away from New Jersey), [Ridgewood, New Jersey](#), and on Park Avenue in [New York City](#).

Dr Fiorillo has recently been featured on *The Real Housewives of New Jersey*, which airs on Monday nights on the Bravo Network, as well as *Self*, *Allure* and *Glamour* magazines.

HYDROXATONE PRODUCTS

Perfect for all skin types and age ranges, customer favorites and standouts within the line include: **Hydroxatone® AM/PM Rejuvenating Treatment**, a convenient, all-in-one formula that provides visible anti-aging results and offers SPF protection, **Hydrolyze® Under Eye Treatment** to diminish the appearance of dark circles and wrinkles, **Declatone® Neck & Décolleté Cream** for the signs of visible aging on these vulnerable and hard-to-hide areas, **Luminique® Facial Brightener**, an advanced formula with clinically proven ingredients to fade freckles, dark spots and discolorations for a more-even, uniform complexion, **Lashatone®** to amplify the visible appearance of lashes, **Celtrixa® Stretch Mark Lotion** to diminish the appearance of unsightly and embarrassing stretch marks, and the unbelievable **InstantEffect™** 90-second wrinkle reducer!

For more information, to request products, or to speak with Dr. Michael Fiorillo, please contact Rebecca Petersen at rpetersen@hydroxatone.com or 612.850.6003.