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# Skin care company, maker of Hydroxatone, brings 310 workers to Jersey City

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On Tuesday, the Atlantic Coast Media Group, makers of Hydroxatone, cut the ribbon for the company's new headquarters at 499 Washington Blvd. in Jersey City. The company's founders Thomas Shipley (left) and Andrew Surwilo listen to Mayor Jerramiah Healy speak.

The Atlantic Coast Media Group -- creators of skin care products such as Hydroxatone, Hydrolyze and Luminique -- cut the ceremonial ribbon on their new headquarters in the Newport section of Jersey City on Tuesday night.

"We are pleased to welcome such a vibrant and growing company to our city and look forward to a productive future together," Mayor Jerramiah T. Healy said.

Healy and a host of other local officials, along with Linda Kellner, acting director of the state's Business Action Center, helped the company celebrate its new digs at 499 Washington Blvd.

The company moved a total of 310 employees -- the management team as well as call center workers -- to the location from Hoboken. Another 30 employees work out of a warehouse facility in the Journal Square area, ACMG spokesman Matt Schapiro said.

The company, founded in 2005, worked out of the Hoboken Business Center at 50 Harrison St. for nearly five years but outgrew the space, Schapiro said.

The company was recently listed in Inc. Magazine's "2010 Inc. 500" edition as having had a 611 percent growth over the last three years, and founders Andrew Surwilo and Thomas Shipley were recently named finalists for Ernst & Young's 2010 Entrepreneurs of the Year Award.

The personal care company is focused on meeting "the personal and lifestyle improvement needs of Baby Boomers," according to its website. Its best-known product -- Hydroxatone -- is a four-step skin care system that aims to "rejuvenate the skin."

"We are so thrilled to be welcomed to our new home in Jersey City and appreciate the opportunity to do business here," Shipley said. "To provide jobs at this crucial time for New Jersey's families is truly a privilege we take very seriously."

The company will receive \$3.69 million over the next 10 years from the state's Business Employment Incentive Program, based on an anticipated creation of 304 jobs, said New Jersey Economic Development Authority spokeswoman Erin Gold.

The company is not specifically required to hire from Jersey City, but will seek to fill its jobs locally, Schapiro said.

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