



## Antiqua Prima Inc.

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### FOR IMMEDIATE RELEASE

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## **Antiqua Prima Introduces Pumpkin and Yam Enzyme Mask**

**Natural ingredients encourage spiced treats any time of year**

**Myrtle Beach, SC – January 18, 2008** –Pumpkin pie, baked yams and cloves...these scents send most people into happy holiday mode, so why not offer them year-round? Antiqua Prima agrees and recently unveiled its newest mask for mature, sensitive and dry skin: Dulce Vite Yam Enzyme Mask.

“This mask helps normal to dry skin feel youthful and supple as it gently smoothes and renews skin,” says company Director of Formulations Laura Root. “The mask also stimulates cell regeneration.”

According to Root, Dulce Vite Yam Enzyme Mask is an exfoliation option for even the most sensitive skin types as it gently, yet effectively addresses dry skin with rosacea, pigmentation and wrinkles. The mask, which “smells mouthwateringly good” includes the Antiqua Prima Signature Complex and L-lactic acid in addition to many natural ingredients such as wild yam, pumpkin, green tea, pineapple, papaya, paprika, clove oil.

“Yam provides a blend of vitamins, antioxidants, natural steroids and skin brightening agents that help condition skin and protect it from the aging effects of oxygen and sunlight,” says Root. “The keratolytic properties of pumpkin enzymes offer a good, non-abrasive exfoliation while L-lactic acid helps increase desquamation—this process is especially helpful for aging skin, because exfoliation slows down with age.”

Green tea, also in the product, provides a high content of polyphenols, which offer antioxidant and anti-inflammatory effects, inhibit collagenase, promote vasodilation, prevent lipid accumulation in fat cells and protect against UVB damage. Bromelain, says Root, which comes from pineapple, is used for its proteolytic enzymes and anti-inflammatory benefits, and papain from papaya is used for gentle cleansing, exfoliating and skin softening. Paprika, not just for Hungarian goulash, is used in the mask as a free-radical scavenger and powerful antioxidant, while clove oil adds broad-spectrum antibacterial, antiviral and antifungal properties.

—more—

The Antiqua Prima Signature Complex, used within the entire line of products, features epigallocatechin gallate (EGCG) from green tea; resveratrol; punica granatum bark extract (pomegranate); cedrus atlantica bark oil (cedarwood).

- **EGCC:** Antioxidant; free-radical scavenger; antibacterial and anti-inflammatory.
- **Resveratrol:** Antioxidant; free-radical scavenger; anti-inflammatory; vasodilator; stimulates cellular proliferation and collagen synthesis; inhibits proteases; blocks the deleterious effects from UVB radiation.
- **Pomegranate:** Astringent; antioxidant; known to boost the power of SPF by more than 20%.
- **Cedarwood:** Antiseptic; anti-fungal; calming essential oil.

After cleansing skin, the mask is applied with a fan brush over the face and neck areas and left on for 10 minutes. Enzyme activity may be intensified using steam. The mask rinses thoroughly with cool water and can be followed with the appropriate serum, moisturizer and sun protection.

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#### Company Information:

*Developed with advanced skin care techniques in mind. The founders of Antiqua Prima realized that the advanced skin care centers and medical spas specialize in technological treatments such as laser, advanced peel techniques, microdermabrasion and skin tightening procedures that, though approached with minimally invasive technologies, still subject the skin to stress and affect its appearance, at least in the short-run.*

*Antiqua Prima is formulated with multiple levels of antioxidants, skin tightening and calming botanicals. The formulations work as an adjunct to the techniques of both the advanced esthetician and the medical professionals in today's skin care centers and medical spas. The products are not simply soothing, calming products.*

*The Antiqua Prima line is packed with active ingredients to assist the professional skin care practitioner with the care of acne and rosacea patients with products that are both active yet calming and nurturing to the skin, and do not conflict with medical protocols used today. Antiqua Prima also offers the most advanced technology to address the anti-aging concerns of clients and patients alike.*

***For more information, call toll-free 1-(866) 358-1694, e-mail [sales@antiquaprima.com](mailto:sales@antiquaprima.com), or visit [www.antiquaprima.com](http://www.antiquaprima.com).***

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