



## Antiqua Prima Inc.

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### FOR IMMEDIATE RELEASE

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### **Antiqua Prima Introduces Raspberry and Kiwi Enzyme Mask**

**Natural ingredient purees make mouths water while high-tech formula gets results**

**Myrtle Beach, SC – January 21, 2008** – When skin is in need of care and refreshing, Antiqua Prima encourages professionals to reach for the “fruit salad” with its newest mask for normal/oily/acneic skin: Frescare Raspberry-Kiwi Enzyme Mask.

“This mask helps normal to oily skin heal and regenerate without oversensitizing,” says company Director of Formulations Laura Root. “The mask soothes while it smoothes and refreshes skin.”

According to Root, Frescare Raspberry-Kiwi Enzyme Mask gently, yet effectively addresses oily skin with rosacea, pigmentation and wrinkles. The mask, which “smells mouthwateringly good,” includes the Antiqua Prima Signature Complex, L-lactic, L-ascorbic and malic acids, purees of raspberry, blackberry and kiwi fruits, raspberry seeds and cornmeal for mechanical exfoliation.

“Fruit enzymes are a very natural way to exfoliate, they will hydrolyze peptide bonds, releasing dead cells and allowing the new skin to be revealed,” explains Root.

Raspberry encourages skin renewal, says Root. “Its high level of vitamin E is known to give it an important role in skin repair and conditioning. This oil contains caffeic, ellagic, ferulic and salicylic acids and lutein, and these chemicals provide analgesic, antibacterial, antimutagenic, anti-inflammatory and antioxidant properties.”

Kiwi, also in the formula, is known for its high antioxidant vitamin C levels, as well as a proteolytic enzyme, which has gentle exfoliating properties. Blackberry is known to contain polyphenol antioxidants, and the blackberry fruit puree provides potent antioxidant enzymes to help healthfully and gently exfoliate the skin.

L-lactic and malic acids within the mask enhance desquamation of the stratum corneum to renew skin. L-ascorbic acid, a water-soluble antioxidant, improves skin elasticity, decreases wrinkles as it stimulates collagen synthesis, reduces erythema, promotes wound healing and suppresses cutaneous pigmentation.

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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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