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For: Antiqua Prima

FOR IMMEDIATE RELEASE

ANTIQUA PRIMA SETS UP IN MYRTLE BEACH

- The luxury skincare company has officially opened its new training and customer support facility -

MYRTLE BEACH – James E. Upperman, Vice President of Sales and Marketing for Antiqua Prima Inc., a new skincare line designed for discerning professionals and their clients, announced the opening of its new offices in Myrtle Beach, SC, as a training and support facility for spas and medical spas. The facility consists of five spacious professional offices and a large classroom training area. Material support for spas and medical spas that carry the Antiqua Prima line will also be provided from the company’s new Myrtle Beach office.

Antiqua Prima’s training facility has just completed the initial training for its independent sales representatives and it was an enormous success. “We’re extremely pleased with this first session,” said Laura Root, Director of Product Development and Secretary/Treasurer of Antiqua Prima Inc. She said the facility will also be available to other organizations, including medical spas that want to train their staffs.

The innovative Antiqua Prima products are formulated by Laura Root, with clinical input from an interdisciplinary team of medical and spa professionals – including board certified physicians in both Dermatology and Plastic Surgery – in order to meet the needs of both specialties. Antiqua Prima’s new line of product formulations work to enhance many spa treatments, which include the chemical peel, microdermabrasion, laser resurfacing, and photodynamic therapy.

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The company has been developing the line of skincare products for a year, during which extensive beta testing was conducted. Initial sales have been underway with a list of exclusive spas for several months as part of the testing period. “We are especially proud that there have not been any returns of the products,” said Root.

Antiqua Prima is the brainchild of Upperman and Root. Both are experienced clinicians who consider developing effective skincare and body care products for spas their passion. According to Upperman, “Being involved in the conception and formation of Antiqua Prima is the fulfillment of a lifelong dream. Everything we have done up to this point has led us to the creation of Antiqua Prima. For Laura and myself, attention to detail in all aspects and making sure all of our products are effective and pleasing for our customers is of the utmost importance.”

Readers who are interested in learning more about Antiqua Prima should call (866) 358-1694 or visit www.antiquaprima.com. Antiqua Prima is located at 211B Prather Park in Myrtle Beach, S.C.

ABOUT ANTIQUA PRIMA

Antiqua Prima creates some of the most powerful and luxurious skincare products available by using ancient proven botanicals, combined with advanced biotechnology, for the best science has to offer in order to repair, protect and enhance the appearance of the skin. All active ingredients are at therapeutic levels, making this skincare line one of the most effective and affordable product lines available. The products are formulated and tested by a team of experts and medical practitioners and offer the competitive advantage of modern research based on historical, traditional wisdom and natural healing. It is the goal of Antiqua Prima to supply the best organically grown ingredients from renewable resources. The products are packaged in recyclable containers and the company has eliminated the need for outer packaging by supplying all of the ingredient lists and directions on the packaging labels in order to maintain their Green Philosophy. Additionally, Antiqua Prima is committed to using paraben-free ingredients, as well as ingredients that are molecularly chiral in their formulations.

www.antiquaprima.com

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EDITORS NOTE: For more information or to speak with a representative from Antiqua Prima, please call Nancy Trent or Pam Wadler at 212-966-0024 or email pam@trentandcompany.com