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For: Antiqua Prima

FOR IMMEDIATE RELEASE

A FITTING BACKGROUND FOR SKINCARE SUCCESS

MYRTLE BEACH, S.C. – “Stepping into the Future without Forgetting the Past” is the slogan of Antiqua Prima, the new line of powerful and luxurious professional skin care products for spas and medical spas that combine ancient botanical wisdom with modern scientific development, creating a revolutionary line of natural, effective and affordable products.

This new company is an evolution of Enlightenment Skincare and its innovative clarifying and healthy aging products. Laura L. Root is the primary formulator, and these products are an exciting transition to an even more powerful version of her original formulations. Root and her associates possess marketing experience, spa management and spa educational experience to enhance the introduction of this product line for all of its clients, providing value-added services and support.

With an advanced line of products formulated with multiple levels of antioxidants, skin firming ingredients and calming botanicals, Antiqua Prima offers formulas that work alongside the techniques of advanced aestheticians and medical professionals in today’s skincare centers and medical spas. Antiqua Prima’s clarifying skincare product segment is dedicated to the esthetic and medical skincare market for in-house practices and skin care services, as well as home care. These remarkable, tailored products meet all skincare needs, from sensitive, dry or weathered, to oily, unbalanced or irritated, offering professional solutions to a variety of day-to-day skincare issues, while limiting the number of SKU’S in the professional’s inventory.

Not simply soothing and calming products, the Antiqua Prima skincare line is packed with powerful ingredients proven to assist the professional skin care practitioner in care of acne and rosacea patients with products that are both active and nurturing to the

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skin, and do not conflict with medical protocols. Antiqua Prima also offers the most advanced technology to address the anti-aging concerns of spa clients and medical spa patients alike.

Antiqua Prima's products range from foaming cleansers and deep pore-cleaning mask, to a diverse group of serums, moisturizers, and skin treatments, including professional only products and signature treatments. All of the products use Antiqua Prima's proprietary blend of key ingredients, namely Epigallocatechin Gallate (EBCG from green tea), Resveratrol (from red wine), pomegranate bark extract, and cedarwood oil. This complex presents an optimal combination of calming and nourishing ingredients, as well as potent antioxidants that compliment all skin types.

In addition, Antiqua Prima products use other natural ingredients, which include frankincense, myrrh, bamboo stem, a host of fruit and herb extracts, hemp, goji berry, honeysuckle, and turmeric, as well as hyaluronic, and D-cholic acids to gently cleanse, and soothe, while targeting professionally assessed needs and protecting the skin. Combining these natural ingredients with active pore cleansers and exfoliators like Salicylic Acid, this innovative line of products ensures that skin will be clean and controlled, as well as vibrant and smooth. The groundbreaking combination of traditional botanicals and natural therapy with modern scientific research offers young and old alike a way to preserve their natural beauty and vibrancy, without having to apply countless skincare products.

Readers who are interested in learning more about Antiqua Prima should call (866) 358-1694 or visit www.antiquaprima.com. Antiqua Prima's Customer Service Center is located at 211B Prather Park in Myrtle Beach, S.C., and is headquartered in the Phoenix, AZ area.

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

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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.