



## Antiqua Prima Inc.

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**FOR IMMEDIATE RELEASE**

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### **Antiqua Prima Introduces Exfoliating Mask with a Tropical Twist**

**Natural ingredients include purees of passion fruit and guava**

**Myrtle Beach, SC – January 18, 2008** – As the winter months fall away and nature blooms anew, clients will no doubt be ready for a little spring cleaning of their own to refresh their skin. Antiqua Prima's Rejuvenare Passion Guava Exfoliating Mask, one of the company's newest offerings, gives clients a tropical escape with natural, fruity ingredients in an advanced, high-tech formulation.

"It's the perfect mask for acne, pigmentation and wrinkles," says Laura Root, company president. "It also contains organically grown ingredients and no parabens."

Rejuvenare Passion Guava Exfoliating Mask, designed for most skin types, except for the very sensitive, "exfoliates and resuscitates" skin, removing the dull, lifeless layer, revealing dewy, smooth, moist skin, reminiscent of what you may find in more humid, tropical climates.

"We approach our formulas in two ways: the 'Antiqua' way and the 'Prima' way," says company Director of Formulations, Laura Root. "Borrowing from ancient practices, we use 'Antiqua' ingredients that have been shown, based on historical data, to cleanse, nourish, repair and protect skin. We then marry the Antiqua ingredients with Prima ingredients, which are based on science-derived biotechnology to enhance the botanical ingredients and optimize treatments."

The mask includes the Antiqua Prima Signature Complex, a blend of ingredients used in the entire line, in addition to salicylic acid, L-lactic acid and retinol for exfoliation and cell renewal. Gamma amino butyric acid (GABA), L-ascorbic acid and retinol work with L-arbutin and azelaic acid are also included to address pigmentation concerns. The combination of GABA, an antioxidant; passion fruit and pink guava flavonoids; and L-ascorbic acid within the mask helps address the signs of aging.

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The Antiqua Prima Signature Complex 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. 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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