



FOR IMMEDIATE RELEASE

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**THE FINISHING TOUCH FOR A FLAWLESS COMPLEXION:
NOUVEAU COSMECEUTICALS LAUNCHES REVOLUTIONARY BRIGHTENING CREAM**

Albuquerque, N.M—Nouveau Cosmeceuticals, known for its easy-to-use and effective skin, hair and body products, is launching a new component to its skincare line, the *Nouveau Complexion Brightener*.

Nouveau Complexion Brightener tackles age spots, freckles, discolored skin, and most other hyperpigmentation problems.

Nouveau Complexion Brightener contains licorice extract, an effective tyrosinase inhibitor, combined with a pure Vitamin C acid (l-ascorbic acid with lactic acid), to create a "super exfoliant," resulting in a brightened and flawless complexion. Vitamin C acts as a reducing agent on melanin intermediates, thus blocking the oxidation chain.

The combination of licorice extract and Vitamin C give *Nouveau Complexion Brightener* the power to effectively lighten skin discolorations and calm redness. Just as Vitamin C will keep the sliced apple from turning brown, *Nouveau Complexion Brightener* will minimize age spots and freckles that form on the skin. Unlike bleaching or fade creams, that literally bleach the pigment cells in the skin, *Nouveau Complexion Brightener* utilizes the tyrosinase inhibitor, which inactivates the enzyme responsible for skin darkening.

Tyrosinase is a copper-containing enzyme present in plant and animal tissues that causes the production of melanin and other pigments by oxidation, such as seen in the darkening of a sliced apple when exposed to air.



[*emerging...*]

The finishing touch for a flawless complexion...behold the metamorphosis.

INTRODUCING the newest member to the Nouveau family: *Complexion Brightener*. Unlike traditional hydroquinone bleaching creams, Nouveau's *Complexion Brightener* acts at the cellular level by inhibiting the tyrosinase enzyme, correcting the natural causes of hyperpigmentation and minimizing future skin discoloration. Effective on freckles, age spots, hormone patches and most other hyperpigmentation problems.

Once again, Nouveau innovates the industry.

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stay tuned for details

NOUVEAU COSMECEUTICALS



Founder and CEO Ace Hawkins launched Nouveau Cosmeceuticals in 2002, after deciding to take matters into her own hands. She was spending a small fortune on products for her acne-prone and sun-damaged skin and was exhausted keeping up with complicated daily regimens.

With skincare expert Clifton Sanders at the helm, Nouveau has been formulated as cosmeceuticals, producing a series of synergistic processes to cleanse, stimulate and protect the skin. Cosmeceuticals, cosmetic products that have drug-like benefits, can alter the function of the skin when used over a period of time. With Nouveau, improved skin tone, wrinkle reduction, hyperpigmentation correction and the minimization of future discoloration can be achieved without side effects. For acne, Nouveau doesn't dry out the skin like other popular products, and is effective in 30 days or less. This cosmeceutical line is optimal for both men and women, ages 16 to 80.

Sanders has four decades of direct knowledge and expertise in the industry as a key member of development and research for many leading companies including Mary Kay, Coty, Maybelline and BeautiControl on everything from sunscreens to lipsticks. Utilizing this knowledge, Hawkins' partnership with Sanders has created one of the best lines on the market, Nouveau Cosmeceuticals. Together, Sanders and Hawkins have developed an easy to use yet effective line of fresh skin, hair and body products.

The *Nouveau Complexion Brightener*, available December 2008, will be offered at a special introductory price of \$90. The 1 oz. bottle will retail for \$120.

www.mynouveau.com

Nouveau Cosmeceuticals founder and CEO Ace Hawkins and skincare expert Clifton Sanders discuss Nouveau on YouTube: http://www.youtube.com/watch?v=ON_G3RKMCfE

INTERVIEWS AND IMAGES AVAILABLE UPON REQUEST

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