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## Hydroxatone® Prepares for HSN Debut on Feb 15!

*The prestige beauty brand celebrates its first HSN debut with new spokesperson and an assortment of premium skincare in three, one-hour shows*

Jersey City, NJ, February 8, 2011 -- **Hydroxatone**® - the fastest growing luxury skin-care brand in the country - is getting its **HSN**® spotlight on Tuesday, February 15<sup>th</sup> featuring a suite of products and a new spokesperson, Licensed Esthetician and Celebrity Make-Up Artist **Desiree LaFore**. Products from Hydroxatone will be featured on HSN from 7-8am, 2-3pm and 8-9pm.

Hydroxatone – best known for its compelling presence on direct response radio, TV, print and web -- launched in prestige retail stores nationwide last year, including ULTA and Henri Bendel. The brand includes an assortment of high performance skincare products including the flagship Hydroxatone AM/PM Rejuvenating Complex®. Other products to be featured during the HSN debut will be Hydrolyze Under Eye Treatment®, Declatone Neck and Décolleté Cream®, Instant Effect® and others. Many of the products featured will be exclusive offers to HSN maximizing value for their customers.

Co-founder/CEO Andrew Surwilo commented on the partnership of Hydroxatone with HSN, “Customers trust the HSN brand as a leader in beauty and they trust the products they present so HSN is the ideal partner for a leading skincare brand.” He concluded, “We believe HSN viewers will love Hydroxatone.”

Ms. LaFore is a Licensed Esthetician and Celebrity Make-Up Artist based in New York City. Her work has been featured in magazines such as Harper’s Bazaar, Elle, Bridal Magazine and People. She is *the* requested make-up artist by celebrities working with CBS, CNN, MTV, VH1 and CMT.

“We are delighted to be working with Desiree LaFore,” remarked Co-founder/CEO Thomas Shipley, “She is a true professional in the NYC beauty world and is a perfect choice to represent Hydroxatone.”

*About HSN: HSN, Inc. (NASDAQ: HSN) is a \$2.8 billion interactive multi-channel retailers. HSN, which created the television retail industry 31 years ago, now reaches 90 million homes (24 hours a day, seven days a week, live 364 days a year). HSN.com ranks in the top 30 of the top 500 internet retailers, is one of the top 10 trafficked e-commerce sites, and has more than a quarter million unique users every day. In addition to its existing media platforms, HSN is the industry leader in technological innovation including services such as Shop by Remote, the only service of its kind in the U.S., and Video on Demand.*

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