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## **HYDROXATONE®** ***Announcing Retail Debut in April 2010!***

### **Jersey City, NJ—March 2010**

*You've seen the glossy advertorials claiming "Erase Wrinkles Without Botox®!". Or heard someone rave "she looks so young" on the radio. Or maybe you've seen the TV ads showing a beautiful woman who looks "at least 10 years younger".*

But, did you know...

- **Hydroxatone** surpassed L'Oreal, Proctor & Gamble, Johnson & Johnson and Unilever in the number of TV spots (commercials) aired in 2009.
- The **Hydroxatone** line of anti-aging skincare products was ranked one of the Top 15 radio advertisers in the U.S., according to Mediaguide and Nielsen. This position places the upscale skincare line in the same league as Burger King and Verizon.
- According to an independent survey, 92 percent of users of the **Hydroxatone** line of anti-aging skincare products would recommend Hydroxatone to a friend.
- A whopping 83% of **Hydroxatone** purchasers are repeat customers!
- Over 5 million units of **Hydroxatone AM/PM Rejuvenating Treatment** have been sold.
- **Declatone Neck & Décolleté Cream** (by Hydroxatone) was a nominee for a 2010 Cosmetic Executive "Best of Beauty Award".
- In DRTV National Cable Rankings, **Hydroxatone** is the top (#1) beauty advertiser and Hydrolyze (by Hydroxatone) is ranked #2, as reported by Response Magazine. By comparison, Proactiv Solution is #5.

### **Hydroxatone will make its RETAIL DEBUT AT ULTA IN APRIL 2010!**

Since 2005, the Hydroxatone line of products has reached MILLIONS of people through direct to consumer advertising on television, radio, online and print. Hydroxatone's agency partner in radio and TV is Minneapolis-based Marketing Architects.

Hydroxatone creates superior products by combining science, beauty, nutrition and education; with the ultimate goal to provide rejuvenating beauty with science. To aid with

this objective, Hydroxatone partners with experts in the fields of physiology, nutrition, science, and medicine. Four key elements are targeted as Hydroxatone's mission:

- Exceptional efficacy
- Visible results
- Proven science
- Easy to use

The Hydroxatone line of products includes: Hydroxatone AM/PM Rejuvenating Treatment, Hydrolyze Under Eye Treatment, Celtrixa Stretch Mark Lotion, Declatone Neck & Décolleté Cream, and Luminique Facial Brightener.

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