

HYDROXATONE®: Bringing Rejuvenating Beauty Through Science from Radio, Print and TV to an ULTA Near You!

Jersey City, NJ—March 2010 Hydroxatone, the nation's top beauty DRTV advertiser, is bringing that brand that's touched millions through TV, Radio and Print, to 333 ULTA locations nationwide this April.

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".

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.

The team of Hydroxatone experts focuses on four key goals with all products:

- Exceptional Efficacy. It is vital to deliver elegant, effective therapies that feel good on the skin and are safe for daily use.
- Provides Visible Results.
- Proven Science. Hydroxatone exploits techno-blends of proven ingredients and develops products with only those ingredients and complexes that are substantiated for efficacy and performance.
- Easy to Use. Only multi-functional, synergistic formulations are promoted by Hydroxatone to deliver simplified regimens for client ease and compliance.

The Hydroxatone brand provides solutions to these common skin concerns:

- Fine lines and deep wrinkles
- Skin firmness, tone and texture
- Moisturization
- Dark under-eye circles
- Puffy under-eyes
- "Turkey neck"
- Skin radiance and glow
- Discoloration caused by hyperpigmentation, melasma and photodamage
- Stretch marks

The Hydroxatone line includes: Hydroxatone AM/PM Rejuvenating Treatment, Hydrolyze Under Eye Treatment, Celtrixa Stretch Mark Lotion, Declatone Neck & Décolleté Cream, and Luminique Facial Brightener, in addition to synergistic products to provide a proper skincare regimen.

About ULTA

ULTA is the largest beauty retailer that provides one-stop shopping for prestige, mass and salon products and services in the United States. ULTA offers affordable indulgence to its customers by combining the product breadth, value and convenience of a beauty superstore with the distinctive environment and experience of a specialty retailer. ULTA offers a unique combination of over 21,000 prestige and mass beauty products across the categories of cosmetics, fragrance, haircare, skincare, bath and body products and salon styling tools, as well as a full-service salon in all stores. Headquartered in Bolingbrook, IL, ULTA opened its doors in 1990, currently operates 333 stores across 38 states and also distributes products through its website: www.ulta.com.

To request product or for more information about Hydroxatone, please contact Rebecca Petersen at rpetersen@hydroxatone.com or 612.850.6003.