



BEAUTIFUL FACE

BEAUTIFUL BODY

BEAUTIFUL SOUL

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ESTER-C PRESS RELEASE – SUMMER 2004

For Immediate Release

A BREAKTHROUGH IN SKIN MOISTURIZATION – THE UNIQUE COMBINATION OF ESTERIFIED C AND HYALURONIC ACID

Salt Lake City, UT - The benefits of vitamin C in topical products are well known, but because of its unstable nature, it can lose up to 90% of its potency in the first 30 days – until now. Ester-C is a technological breakthrough, retaining 90% of its vitamin C activity for approximately 730 days, making each bottle potent and effective for up to two full years.

M'lis Ester-C Serum combines this invaluable ingredient with hyaluronic acid, which is a naturally occurring part of the human skin. It has the uncanny ability to absorb 1,000 times its own weight in water when applied to the skin. Hyaluronic acid is nature's best hydrator, and it assists all other ingredients to be more easily absorbed.

This unique blend of Ester-C, hyaluronic acid, and other natural ingredients stimulate the skin's essential collagen and elastin, preventing and even reversing the effects of aging. When used topically, Ester-C Serum will reduce the appearance of fine lines and wrinkles, improve the texture of the skin, and help to maintain elasticity. Antioxidants in the formula protect the skin from sun (UV) and environmental damage. The production of melanin is inhibited, helping to even out skin tone and lighten dark spots. The cream restores lost moisture to the skin, fighting the effects of time as you sleep.

The M'lis Company is proud to offer this new formulation to its exceptional line of skin and body care products. Our products and services use the body's own systems to achieve greater health and appearance - "helping the body to help itself, naturally". Our products are made from the highest quality natural ingredients, and contain minimal preservatives and no artificial colors, dyes, or perfumes. Please refer to our website at www.mlisco.com for further details, or call the M'lis Company directly at 1-800-548-0569.