

Product Backgrounder Celazome® Lip Treat™

Most lip plumping treatments give the desired look of fuller lips, but until now, have come with a price—a drying effect. Dermazone's Celazome Lip Treat changes that. Lip Treat, the next generation in advanced lip products provides ten key bioactive ingredients precisely calculated to work with and within Dermazone's patented Lyphazome® nanospheres to deliver a four-in-one formula: long lasting hydration for fast and dramatic lip repair; nourishing age correction with powerful antioxidants and botanicals; protection from daily stress; and, best of all, plumper, younger-looking lips by collagen stimulation. Bottom line, the user gets short and long-term plumping benefits with daily and long-term moisturizing benefits. Lip Treat comes with Dermazone's *Skinperative*® designation, indicating it is a product with multi-purpose properties from which virtually any type of skin can benefit.

Product Facts

Primary Function: Plumping and moisturizing for the lip and lip area.

Secondary Function(s): Long term reduction of fine lines, promoting fullness and collagen development.

Lyphazome Technology: Concentrated amounts of Lyphazome nanospheres with their intense hydrating properties deliver both bioactive and active ingredients.

Key Bioactives: Magnesium Ascorbyl Phosphate (Vitamin C), Palmitoyl Oligopeptide (builds collagen within lips for long-term plumping effects), Nicotinic Acid (short-term plumping effects), Green Tea Extract, Yeast Extract, Shea Butter, Jojoba Oil, Aloe Barbadensis, Hyaluronic Acid, Tocopheryl Acetate, Lyphazomes.

SIZE: .33 oz. **MSRP:** \$38.00

Lip Treat is a member of the Celazome line of clinical skincare, therapeutic moisturizers and suncare products. Celazome products use Dermazone's patented nanotechnology delivery system which allows active ingredients to penetrate deep into the skin, ensuring superior delivery of bioactives and maximum effectiveness over time. Celazome products may be purchased through select dermatologists, aestheticians and spas, or via the company's website (www.dermazone.com). Consumers can benefit from Dermazone's *Skinperative Online Analyzer*, a question and answer program that serves as a virtual aesthetician, analyzing a consumer's skin type, external factors and lifestyle, and providing a recommendation for the most appropriate Dermazone skin care regimen.



Press Contact: Jo Roberts
JA&K Marketing for Dermazone Solutions
Office: 612-584-4312 • Cell: 612-799-4817
jroberts@jaandk.com

