SKIN AUTHORITY INTRODUCES FIRST SUNSCREEN TO MEET THE NEW 4-STAR RATING SYSTEM FOR BETTER SUN PROTECTION

Under New FDA Guidelines, Sunscreens must now include Ultraviolet A Ratings as well as SPF Number

SAN DIEGO, Calif. (February 08, 2008) – Skin Authority is introducing its new Sunscreen Moisturizer SPF 30 UVA 4-Stars, the first sun protection product to achieve the highest FDA-recommended four-star rating for ultraviolet A rays (UVA) associated with serious and long-term skin damage. The dual action Skin Authority Sunscreen Moisturizer SPF 30 UVA 4-Stars protects against both UVA & UVB damage to help slow down the signs of aging and to help control hyperpigmentation and skin cancer development. Designed for daily all-over protection, its lightweight, very water resistant formula is ideal under make-up.

The FDA issued new rules on UVA ratings and announced an 18-month deadline for companies to comply with the new rating system. Skin Authority is one of the first companies to comply with the new FDA ruling and the first to introduce it to consumers.

“Skin Authority has always promoted the use of full-spectrum sun protection as a critical defense against premature aging and skin disease, with our products providing among the highest level of protection available. We are happy to see that the FDA is engaging the rest of the industry and educating consumers about the safety of sunscreens and the amount of protection they actually provide,” said Celeste Hilling, CEO of Skin Authority.

Currently, most commercial sunscreen products tell consumers their SPF, or sun protection factor. That protection factor refers to UVB rays, the kind of ultraviolet rays from the sun that cause sunburn. Since the sun also produces other ultraviolet rays, called UVA rays that are potentially much more damaging to the skin than UVB, the FDA labeling will require products to still list the SPF factor, but has developed a new, four-
star rating system for UVA exposure. One star would mean the sunscreen offers the lowest protection; four stars would mean the highest. If the product leaves you completely defenseless against the sun's UVA rays, the label will tell you that, too.

The Skin Authority Moisturizing Sunscreen is a 6-ounce, dual-action daily moisturizer and broad-spectrum sunscreen with a SPF of 30 and the highest UVA rating of 4-stars. Key ingredients in the sunscreen include avobenzone, homosalate, octinoxate, octisalate, octocrylene and oxybenzone. It also contains vitamin E, algae extract, provitamin B5, and aloe to hydrate, soften, and smooth the skin. It provides broad-spectrum protection in a lightweight, very water-resistant formula for use as a daily moisturizer and ideal under make-up. It retails for $37.50.

Skin Authority Sunscreen Moisturizer SPF 30 UVA 4-Stars is one of 25 new products that Skin Authority has introduced for the face, body and all-over.

ABOUT SKIN AUTHORITY

Skin Authority develops head-to-toe skin care products and programs available directly online and through exclusive resort, day spa, and destination spas. Celeste Hilling, CEO, is also host of the newly launched radio talk show, Skin Health Today (www.skinhealthtoday.com). Skin Authority corporate offices are located at 5900 Sea Lion Place, Suite 100, Carlsbad, California. Toll-free phone is (866) 325-7546. For more information on Skin Authority, please visit www.skinauthority.com