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SHE WORKS HARD FOR THE MONEY, SO SHE SHOULDN'T HAVE TO WORK HARD FOR GREAT SKIN

Skin Authority's New GO! Gorgeous Kits Make Professional Skin Care Accessible to Everyone

CARLSBAD, Ca. – Today's woman has a lot on her plate. She's picking up the kids, managing a career and household, and may even be the sole breadwinner. She works hard for the money, she deserves a break and, even in these tough times, she wants to take care of herself and present the best image possible.

"In a time like this, it's more important than ever that people feel good about themselves," said Celeste Hilling, the founder of the must-have skin care line Skin Authority. "When people are going on interviews and considering career changes, they need to feel healthy and confident about their skin in order to present a positive, 'hire me' image. At Skin Authority, we believe there's no reason that someone with \$40 can't afford skin care as effective as someone who has \$400."

Skin Authority's new GO! Gorgeous Kit makes a great skin care routine available for less than your daily cup of coffee. Designed to be perfectly-portable, these products can "GO!" with you on planes and trains, at the gym, in the office and in the school pick-up line. Hilling added, "Don't be fooled by their size because the products contain the same active, penetrating concentrations and visible results that people experience from professional treatments at prestigious, authorized Skin Authority spa locations."

The real deal when purchasing the new Go! Gorgeous Kit is the free phone and web support provided by Skin Authority's certified skin care professionals. Hilling suggested, "Skin Authority puts a licensed skin care coach within the reach of every budget level because no two people have the same skin needs. It is important to be able to ask questions and receive educated answers so you achieve the results you deserve."

The GO! Gorgeous Kit combines exfoliants, antioxidants, peptides and sun protection to reveal younger, firmer skin immediately and continued improvement with ongoing use for a couple of weeks. The kit contains everything you need to cleanse, treat, hydrate and protect your skin daily. The travel-worthy (0.7 oz. each) products help counteract aging, acne, hyperpigmentation and hormonal skin.

- **Daily Cleanser** is a fragrance-free wash that removes dirt and oil from the face and body and loosens dead skin cells
- **Tri-Power Peptide Hydrator** combines intense hydration with the anti-aging benefits of Peptides, Neuropeptides and Vitamins A, B, C and E. This formulation helps hydrate and nourish the skin while promoting healthy cell growth and reducing the appearance of fine lines and wrinkles
- **Resurfacing Accelerator** is a powerful, exfoliating gel that accelerates the body's natural cellular turnover cycle to improve rough, scarred, dry or dull skin caused by aging, acne or sun damage
- **Sunscreen Moisturizer SPF 30, UVA 4-Stars** protects against damaging UVA and UVB ultraviolet rays to help slow the signs of aging and control hyperpigmentation

The GO! Gorgeous Kit and individual GO! Personal items are available exclusively at www.skinauthority.com and through more than 70 Authorized Spa Partners. The kit sells for \$42 USD with individual items ranging from \$7 to \$33 each.

About Skin Authority

Skin Authority is the leading skin care lifestyle company. Through professional guidance and coaching, powerful and pure products, and profound professional treatment experiences, Skin Authority helps individuals make healthy choices daily to ensure a lifetime of youthful, radiant skin. Skin Authority offers its program through leading spas worldwide, as well as online at www.skinauthority.com.