



## **SkinApparel™ unveils its Beauty and Fitness product line.**

**BEVERLY HILLS, CA, - September 6, 2006** – SkinApparel™ a newly formed scientific/medical-based skincare company announces the launching of the world's first body gel, *Shaping™*, and sunblock, *Sunning™*, containing the essential and health promoting nutrient Conjugated Linoleic Acid or CLA. Founded in 2005 through a collaboration of researchers and physicians from the California Institute of Technology (Caltech) and UCLA School of Medicine, SkinApparel's network includes world-class scientists spanning the fields of medicine, biology, physics and pharmacological sciences.

The unique cross disciplinary makeup of expertise was ideal for creating one of the healthiest and age-defying skincare lines ever. One of SkinApparel's strategies is to select out candidate ingredients that are proven to be physiologically potent but not yet formulated as a skin product. "This approach is common in Science" says Danny Petrasek MD, PhD, one of **SkinApparel's™** founders. For example, "The technology for MRI was known close to 40 years before someone thought to apply it to imaging the human body." Almost 30 years ago, CLA was discovered as a natural cancer preventer that could be obtained from plants and dairy products. Today CLA is recognized as an essential nutrient that balances the metabolism and reduces excess fat. "CLA's broad health and beauty qualities naturally led us toward formulating our first two products. *Shaping™* a replenishing body gel, and *Sunning™* an SPF 30 sunscreen/sunblock, both, the world first such products to contain CLA."

**Danny Petrasek**, MD, PHD, a physician scientist on the faculty at the California Institute of Technology (Caltech) and the clinical faculty at the UCLA School of Medicine points out that "the past quarter century has produced unprecedented advances in biotechnology and medicine. Unfortunately, the lag time between scientific discovery and the creation of novel skin products is commonly a dozen years or more." He adds, "SkinApparel positions itself as a fast track between the most current technology and the health/beauty industry."

SkinApparel plans to design novel cosmetics and skincare products by maximizing its unique ability to originate and expertly assess current technology. SkinApparel is already in the process of releasing a second line of products that will promote skin health and anti-aging benefits by enabling skin cells to harmonize. These products will actually enhance the effectiveness of all antioxidants and age-defying products by enabling the skin cells to work in a biologically coordinated fashion. The concepts are already established in Biology and SkinApparel will be the first to introduce them to the Beauty industry.

**SkinApparel™** was founded with the vision of producing therapeutic and cosmetic products that are "inspired by beauty, guided by health and created by the best science in the world." SkinApparel's scientific and medical network remains dedicated to its mission to contribute into the investigation, design and development of clever and innovative therapeutic formulations and superior cosmetic products. For more information, please visit us at [www.skinapparel.com](http://www.skinapparel.com)

**SkinApparel debuts its Shaping body gel and Sunning sunscreen/sunblock at the Medical Spa Expo & Conference at the Jacob Javits Convention Center - New York, NY September 17-18, 2006.**

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