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CONTACT:

Victoria Barsky
HR Laboratories LLC
(718) 981-2200, Ext. 13
vbarsky@hrlaboratories.com

HR LABS LAUNCHES *THE SEA BUCKTHORN PROFESSIONAL SKIN THERAPY COLLECTION*, AN UPSCALE SKIN CARE SYSTEM BASED ON A NEW “IT” INGREDIENT—EXTRACT OF SEA BUCKTHORN

NEW YORK, NY – June 1, 2002 - The latest Russian export to make beauty waves in the United States is not Superstar Anna Kournikova, but rather a silvery-leaved shrub with bright yellow-orange berries, known as Sea Buckthorn. Startlingly rich in Pro-vitamin A, Vitamins B, C and E, Sea Buckthorn will be the “it” ingredient in the *Sea Buckthorn Professional Skin Therapy*, a patented new compound of Sea Buckthorn-based cosmetics, recently released by HR Labs.

The sleek containers of the *Sea Buckthorn Professional Skin Therapy* reflect the company’s modern sensibility, despite its focus on an ancient ingredient. Aimed at providing women with a powerful tool against aging, the *Sea Buckthorn Professional Skin Therapy* is comprised of unique compounds that take full advantage of Sea Buckthorn’s astounding natural properties. The new line has four main purposes: to promote skin regeneration, guard against harsh pollutants, provide essential nutrients, and enhance the skin’s overall protective barrier.

This revolutionary new series (including face cream, eye gel, hand cream, toner, and face wash) will alter the way American women think about cosmetics. How? The secret is Sea Buckthorn. Extensively tested and used in hospitals and pharmacies across Eastern Europe and China, Sea Buckthorn is credited with radically accelerating skin cell growth and reducing wrinkles. By introducing an ingredient with indisputable medicinal properties into a line targeting everyday beauty needs, the *Sea Buckthorn Professional Skin Therapy* is paving the way for a new craze in skin care.

Found along riverbeds in the foothills of the Altai Mountains in Central Asia, the history of Sea Buckthorn reaches as far back as 1000 years ago, when nomadic tribesmen on the edge of the Gobi used the plant to relieve rheumatism and stomach pain. The ancient Greeks added leaves and branches to their horses’ fodder and when it gave their coats a sparkling sheen they donned the plant Hippophae Rhamnoides (“Hippos,” Latin for horse and “phaos,” to glow or glitter).

Sea Buckthorn mysteriously disappeared, but slowly began to resurface in the Asian parts of Russia in the late 19th Century. By the 1920’s Russian scientists began to seriously research this miraculous plant, joined by the Chinese in the 1970’s. After favorable findings in virtually every hospital in the country, The Health Ministry of the Soviet Union sanctioned Sea Buckthorn extract to be widely used in clinical practice.

Research Centers around the world dedicated to the study of Sea Buckthorn have shown it can do almost anything: protect against infection, swelling and bruising; help prevent tumors and ulcers; retard baldness; promote the healing of cervical erosion, burns and wounds; soothe pain; enhance the formation of cell tissue, and promote cell development. It's the "Wunderkind" of the plant world.

Sea Buckthorn has also proven resilient and beneficial in the face of adversity. During WW II the plant was protected because its high vitamin C content made it a valuable resource. Sea Buckthorn later gained notoriety when it was used to treat burn victims of the Chernobyl disaster. And Russians used the multipurpose plant to fortify the diet of their cosmonauts, and even distributed a Sea Buckthorn-based cream to protect them against cosmic radiation.

Sea Buckthorn's power resides in its "biologically active" composition. It possesses an extremely high vitamin and amino acid content: pro-Vitamin A works to increase skin clarity and moisture, promoting younger looking skin, the vitamin C stimulates natural collagen synthesis to restore suppleness, and vitamin E promotes healthy tissue regeneration. All three are the most powerful known antioxidants, a natural source in slowing down cellular damage.

Containing more than 100 active elements, Sea Buckthorn is poised to be the beauty industry's most influential new skin care ingredient. Rich in beta-carotenes, high in unsaturated fatty acids including rare palmitoleic acid, Sea Buckthorn is a unique combination of natural ingredients that regenerates, smoothes and restores. Sea Buckthorn berries is one of the most nutritious and vitamin-rich fruits in the entire plant kingdom. It is the closest thing to turning back the hands of time.

But despite Sea Buckthorn's prominence in Eastern Europe and China (it is even part of both the Chinese and Russian pharmacopoeia) it is still virtually unknown in the United States—until now. The ***Sea Buckthorn Professional Skin Therapy*** collection will introduce American women to an ingredient that has worked magic across the map, throughout the centuries.

As western medicine continues to merge with "alternative" methods, Sea Buckthorn has proven itself able to perfectly straddle both: a completely natural ingredient, it has been tested and used in the most official of settings, from hospitals, to clinics, to pharmacies. With the American public's interest in natural cosmetics dramatically on the rise, Sea Buckthorn offers a perfect solution: turn to nature for its most potent resource, unveil its potential within respected medical arenas, and introduce a proven ingredient to the skin care market.

Traveling far from its native Siberia, Sea Buckthorn has found its way into Russian folklore, Tibetan medicine, Chinese scientific scrutiny, and finally the world of upscale skin care. The only thing left to conquer is the hearts of American women who already realize that the most valuable protection against time and nature is often the time-tested remedies found within nature herself.

HR Laboratories LLC is dedicated to the development and advancement of the power of ancient herbs within modern science. Through the years, the company's philosophy has remained that the most effective health and beauty products are those, which are based on ancient botanical ingredients. Those ingredients, which have originated with folklore around the world and passed the test of centuries, are worth delivering to the savvy consumers within new beauty technology. For further information, please contact Victoria Barsky at (718) 981-2200