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**NEW *eraclea*[®] SKIN CARE LINE FEATURES PATENTED
HYLASPONGE[®] SYSTEM – CULMINATING FROM DECADES OF
HYALURONIC ACID RESEARCH**

***Unprecedented Delivery System and Ultra-Penetrating, Moisture-Retaining Properties
Signal New Era in Skin Care***

DALLAS (March 23, 2011) – *eraclea*[®] has launched a skin care line composed of 10 sophisticated formulations that offer the multiple benefits of uniquely delivered, intense hydration. Featuring the patented HylaSponge[®] System technology, *eraclea* products represent the culmination of decades of hyaluronic acid research and take the potential of this proven skin care ingredient to a whole new level. *eraclea* is a division of Dallas-headquartered Hylaco LLC, a skin care ingredient and product development company.

The clinically proven HylaSpongeSystem is a key ingredient in every *eraclea* product, where it works on two key levels. First, it forms an ultra-hydrating layer on the surface of the skin that protects, fills and smooths, reducing the appearance of fine lines and wrinkles. Next, it delivers water and biologically active molecules, such as vitamin C, toward the skin's deeper layers, continuing hydration for hours after the product feels dry on the surface. *eraclea*'s initial launch includes products designed to cleanse, exfoliate, intensely hydrate, repair, protect and perfect, with options for every skin type.

“Hyaluronic acid is one of the molecular building blocks of the skin, where its major biological role is to maintain the hydration and appropriate elasticity of the deeper layers of the skin,” said Morgan Hare, president and co-founder of Hylaco LLC. “As such, it has become an ingredient in a multitude of skin care and cosmetic products in recent years.”

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The HylaSpongeSystem is a precise combination of hyaluronans of differing molecular weights, and of proprietary hyaluronan ‘sponges,’ capable of holding 100 times their weight in water.

“In *eraclea* products, this complex offers deeper, longer-lasting hydration than hyaluronan solutions alone, better preparing the skin to accept the benefits of other key ingredients such as antioxidants and peptides,” Hare added.

The 10 products in the initial *eraclea* launch include: **Purifying Gel Cleanser for Normal/Oily Skin, Purifying Cream Cleanser For Dry Skin, Daily Bamboo Exfoliant, Intensive Hydrating Day Cream, Restorative Hydrating Night Cream, Pure Hydration Serum/Zinc, Intensive Repair and Protect Serum/Vitamin C, 5 Night Perfecting Peel and Hydrating Day Lotion Normal to Oily Skin.**

eraclea products will be available beginning March 23, 2011, through physicians, estheticians, and skin care spas and centers throughout the United States, as well as online at **www.eracleaskincare.com**. Prices range from \$35 to \$95.* For further information, visit **www.eracleaskincare.com**. Photography is available at 214-252-0900.

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WATER WISE:
***eraclea*[®] Skin Care Features Patented HylaSponge[®] System**
for the Ultimate in Good Hydration

Great skin is well-hydrated skin. And the secret to maintaining healthy hydration is hyaluronic acid. It's no wonder that this building block of the body's intercellular matrix has become a sought-after component in skin care and cosmetic applications. Now, *eraclea*[®] delivers the full potential of hyaluronic acid in a smart new skin care line featuring the patented HylaSponge[®] System.

Developed by the Matrix Biology Institute, the HylaSpongeSystem is a unique combination of three forms of hyaluronic acid, also known as hyaluronan. The system is made up of HylaSponges (particles capable of retaining and releasing large amounts of water – much like a sponge) and both high- and low-molecular-weight hyaluronans. The complex forms an elastic equilibrium barrier on the surface of the skin and delivers water and other biologically active ingredients like vitamin C toward the deeper layers. The HylaSpongeSystem hydrates more effectively than hyaluronic acid solutions alone; in fact, the HylaSpongeSystem can hold 100 times its weight in water.

Hydration continues long after the product feels dry to the touch. As a result, the look of fine lines and wrinkles is diminished, and the skin is protected, smooth and optimally prepared to benefit from the other efficacious ingredients present in *eraclea* formulations.

Each *eraclea* product features the HylaSpongeSystem in combination with select antioxidants, vitamins, peptides and botanicals – all chosen for their functionality within the formula. These ingredients are present in high concentrations for optimal results.

“*eraclea* combines science and technology in elegant formulations that are not

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only a pleasure to use, but also provide an exceptional skin care value,” says Morgan Hare, president and co-founder of Dallas-based Hylaco LLC, the developer and manufacturer of *eraclea*.

The following *eraclea* products made their debut in March 2011 (please note that an ingredient glossary can be found following the formula descriptions):



Hydrating Day Lotion, Normal to Oily Skin

(ages 20 to 39 years)

A unique, lightweight yet ultra-hydrating blend of peptides, extracts and vitamins forms a protective equilibrium barrier or elastic “second skin” to nourish and protect the skin. It is designed to minimize the appearance of fine lines and wrinkles while helping to brighten the skin. The formula continues to retain and deliver water even when it feels dry on the surface of the skin. Key ingredients include the HylaSpongeSystem, jojoba oil, Lumiskin, lacto-ceramide, Argireline, watermelon extract, tripeptide-5 and vitamin C. For optimal results, apply Intensive Repair and Protect Serum/Vitamin C *before* using this product.

Suggested Retail: \$65



Intensive Hydrating Day Cream

A rich, intensive formula that features naturally hydrating and moisture retaining ingredients. It generously supplies the skin with nutrients, peptides and antioxidants, and acts as “second skin” to reduce the appearance of fine lines and wrinkles while smoothing the skin. Key ingredients include the HylaSpongeSystem, squalane, Argireline, watermelon extract, lacto-ceramide, tripeptide-5, Gatuline A, green tea extract, vitamin C and vitamin E.

Suggested Retail: \$75



Restorative Hydrating Night Cream

A super-hydrating, non-greasy cream that works like a water reservoir to firm, repair and restore the skin while you sleep. This nourishing and hydrating formula not only helps reduce the look of fine lines and wrinkles, but also helps skin recover from environmental stress and refines texture for renewed radiance. Key ingredients include the HylaSpongeSystem, squalane, Argireline, lacto-ceramide, shea butter, vitamin C, green tea extract, rose hip oil and macadamia nut oil.

Suggested Retail: \$85



Eye Surround Cream

A light, targeted hydrating and firming cream designed specifically for the delicate eye area. It minimizes the appearance of fine lines and wrinkles under and around the eye, as well as on the lid. Special proteins work to minimize the appearance of under-eye puffiness and dark circles while firming the sensitive skin around the eyes. This soothing and refreshing formula contains the HylaSpongeSystem, Argireline, tripeptide-5, squalane, lacto-ceramide, Sesaflesh, Gatuline A and watermelon extract.

Suggested Retail: \$50



Pure Hydration Serum/Zinc

Perfect for stressed, irritated skins, this moisture-intensive serum draws on the anti-bacterial and anti-inflammatory properties of zinc to promote healing while reducing redness. The serum delivers pure hydration to rejuvenate and replenish the skin. For optimal results, use *after* Intensive Repair and Protect Serum/Vitamin C. Key ingredients include the HylaSpongeSystem and zinc.

Suggested Retail: \$80



Intensive Repair and Protect Serum/Vitamin C

An intensive treatment for skin with signs of aging. The HylaSpongeSystem works synergistically with the antioxidant vitamin C, Magnesium ascorbyl phosphate, to protect against cell damage, accelerate cell renewal, improve tone, texture, firmness and brightness, and guard against wrinkles. Key ingredients include the HylaSpongeSystem, vitamin C, tripeptide-5, Argireline and Aloe barbadensis.

Suggested Retail: \$75



5 Night Perfecting Peel

A unique at-home texturizing treatment that uses trichloroacetic acid to improve smoothness, tone and clarity, as well as to minimize the appearance of acne, scars, hyperpigmentation and surface wrinkles. Optimal rejuvenation occurs in just five days of use. This product is highly recommended for skin with a low tolerance for professional peels. Apply for five consecutive nights after cleansing and leave on overnight. In the morning, cleanse and resume normal skin care regimen. Key ingredients include the HylaSpongeSystem, trichloroacetic acid, vitamin A, kojic acid, squalane oil, Alpha-Arbutin and Aloe vera.

Suggested Retail: \$95



Purifying Gel Cleanser for Normal/Oily Skin

Lifts away impurities, oil and makeup to reveal clean, fresh, refined skin that is ready to receive the benefits of other *eraclea* products. It leaves skin refreshed and supple, never tight or dried out. Use daily, morning and evening. Key ingredients include the HylaSpongeSystem, Aloe barbadensis and Cocamidopropyl hydroxysultaine.

Suggested Retail: \$35



Purifying Cream Cleanser For Dry Skin

A luxuriously creamy and gentle cleanser that gently removes impurities, oil and makeup without stripping the skin of its natural moisture. It leaves the skin flawlessly clean for the benefits of other *eraclea* products. Use daily, morning and evening. Key ingredients include the HylaSpongeSystem, Cetearyl ethylhexanoate, hydrogentaed polyisobutene, persea gratissima and allantoin.

Suggested Retail: \$35



Daily Bamboo Exfoliant

This daily exfoliating micro-scrub removes impurities, oil, makeup and dead skin cells to leave skin clean and fresh with a more youthful glow. It helps increase the skin cell turnover rate and resurfaces the skin to reduce the appearance of fine lines, wrinkles, pores, age spots, discolorations and acne scars. Key ingredients include the HylaSpongeSystem, bamboo exfoliant, lactic acid, mango butter, shea butter, jojoba oil, grapeseed oil, cucumber extract and Aloe barbadensis.

Suggested Retail: \$40

eraclea products will be available through physicians, estheticians, spas and skin care centers, as well as online at www.eracleaskincare.com beginning March 23, 2011. Suggested retail prices range from \$35 to \$95.

***eraclea* Ingredient Glossary**

Allantoin – An anti-irritant that heals, moisturizes and has the ability to cause the outer layer of dead skin cells to loosen and shed.

Aloe barbadensis – Soothing, healing, anti-inflammatory. Also known to offer anti-aging benefits.

Alpha-Arbutin – Helps lighten skin.

Argireline – Clinically proven to help firm, tone and increase skin elasticity. Excellent for helping to reduce the appearance of wrinkles and expression lines.

Bamboo exfoliant – Gently removes surface toxins without harsh abrasives; antimicrobial.

Cetearyl ethylhexanoate – Lubricant known to alleviate dry skin.

Cocamidopropyl hydroxysultaine – A mild and effective foaming agent derived from coconut oil.

Cucumber extract – Anti-inflammatory and astringent properties.

Gatuline A – Clinically proven beneficial for immediate and long-term soothing and anti-redness effects as well as a powerful antioxidant.

Grapeseed oil – Nourishing, non-oily and especially beneficial for dehydrated skin.

Green tea extract – An antioxidant that rejuvenates skin cells; also has anti-inflammatory properties.

Hydrogenated polyisobutene – A superb emollient and moisturizer that restores suppleness to the skin.

HylaSponge® System – Composed of patented, proprietary HylaSponges and two different forms of hyaluronic acid molecules in carefully formulated ratios. The breakthrough HylaSpongeSystem can hold 100 times its weight in water. This unique hyaluronic acid complex is unusually long-lasting and has more penetrating hydration properties than hyaluronic acid alone, and is very effective in the delivery of biologically active molecules, such as vitamin C, to the skin.

Jojoba oil – Antimicrobial, antioxidant properties, excellent for both oily and dry skin.

Kojic acid – Skin lightener with antibacterial properties.

Lactic acid – Exfoliates dead skin cells without skin irritation.

Lacto-ceramide – Potent anti-aging, regenerating properties help restore skin's barrier function.

Lumiskin – Antioxidant that helps to lighten and brighten skin.

Macadamia nut oil – Natural anti-inflammatory, known for its soothing properties.

Mango butter – Offers emollient and wound-healing properties.

Persea gratissima – Avocado oil; nourishes, softens and hydrates the skin.

Rose hip oil – Antiseptic; enhances hydration.

Sesaflash – Clinically proven smoothing, anti-wrinkle, firming and tightening benefits.

Shea butter – Nourishing; promotes healing.

Squalane – An emollient that provides lubrication and moisture.

Trichloroacetic acid – Helps correct skin flaws and rejuvenate the skin.

Tripeptide-5 – Clinically proven to help reduce the appearance of fine lines and wrinkles; accelerates new collagen production.

Vitamin A – Improves texture and helps repair cellular damage.

Vitamin C – Magnesium ascorbyl phosphate, a water soluble derivative of vitamin C. This antioxidant is nonirritating and helps boost skin collagen synthesis.

Vitamin E – Antioxidant and free radical scavenger.

Watermelon extract – Free radical scavenger and antioxidant.

Zinc – Essential mineral for healthy skin; anti-inflammatory; promotes healing.

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FACT SHEET **eraclea[®]**

eraclea[®]
Overview: A new era in skin care has arrived with the advent of *eraclea[®]*, a product line that represents a significant advance in the use of hyaluronic acid for beautiful, younger-looking skin.

HylaSponge[®]
System
Overview: *eraclea* products feature the patented HylaSponge[®] System, a revolutionary system that maximizes the benefits of hyaluronic acid.

The HylaSpongeSystem, the result of decades of hyaluronic acid research, is a breakthrough complex composed of:

- patented HylaSponges, or water-insoluble, water-filled microsponges composed of polymerized hyaluronan (hyaluronic acid). They hold more water longer than hyaluronan solutions alone, and deliver superior and lasting hydration toward the deeper layers of the skin.
- hyaluronic acid molecules of varying weights. These create a moisture-intense “second skin” that protects, fills and smoothes the skin’s surface, reducing the appearance of fine lines and wrinkles.

Benefits: In addition to the HylaSpongeSystem, *eraclea* products feature high concentrations of antioxidants, peptides, vitamins, minerals and botanical extracts. The HylaSpongeSystem enhances the delivery of these ingredients to the skin.

Product
Line: The line comprises products that cleanse, moisturize, exfoliate, repair, protect, nourish and rejuvenate the skin, covering a wide spectrum of skin care needs and serving every skin type.

10 sophisticated formulations include:

- **Intensive Hydrating Cream**
- **Restorative Hydrating Night Cream**
- **Eye Surround Cream**
- **Pure Hydration Serum/Zinc**
- **Intensive Repair and Protect Serum/Vitamin C**
- **5 Night Perfecting Peel**

- **Hydrating Day Lotion, Normal to Oily Skin**
- **Purifying Gel Cleanser For Normal/Oily Skin**
- **Purifying Cream Cleanser For Dry Skin**
- **Daily Bamboo Exfoliant**

eraclea products are not tested on animals.

Availability: The products will be sold through physicians, estheticians, and skin care spas and centers throughout the United States, and online at **www.eracleaskincare.com**.

Pricing: Suggested retail ranges from \$35 to \$95.

Research: The patented HylaSpongeSystem was developed by the Matrix Biology Institute, a recognized pioneer in hyaluronan research.

Parent Company: *eraclea* is a division of Dallas-based Hylaco LLC, a skin care ingredient and product development company.

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Hylaco
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