

## **P R E S S   R E L E A S E**

### **FOR IMMEDIATE RELEASE**

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### **RENUVARÉ LLC INTRODUCES AN ANCIENT ROYAL BEAUTY SECRET TO HELP FIGHT MODERN DAY AGING**

*Virginia Beach, VA – 9/1/09*—Renuvaré LLC, a Virginia Beach-based natural skin care products company has introduced Skin Perfecting Serum 212, a 100% natural super antioxidant and anti-aging skin care treatment formulated to help dramatically reduce the appearance of fine lines and wrinkles while supporting the renewal and repair of skin. Dr. Kyle Choe, a double board certified facial plastic surgeon, developed the serum based on documented successes of ancient royalty perfecting their skin with Oil of Myrrh.

In creating Skin Perfecting Serum 212, Dr. Choe, medical director of Virginia Beach-based Choe Center for Facial Plastic Surgery, was inspired by the story of Queen Esther's use of Myrrh in ancient Persia. By applying modern-day advances in skin care research, Dr. Choe has enhanced the corrective properties of Myrrh by adding such super antioxidant ingredients as Alpha Lipoic Acid, Acerola (natural Vitamin C) and Vitamin E.

According to Dr. Choe, "Skin Perfecting Serum 212 has been designed to perfect, calm, protect and restore energy to the skin while helping to prevent and correct damage caused by sun, environmental pollutants, hormonal imbalance and stress. I have developed a product that responds to the growing demand for highly effective anti-aging ingredients without the use of harmful chemicals and synthetic ingredients."

Dr. Choe said, "My philosophy is simple when it comes to skin care. Surgery can help with structural issues but has limitations for complete facial rejuvenation. To bring out your best, you need great looking skin." Dr. Choe went on to say, "I also believe that you must 'invest' in your skin. A disciplined approach combining prevention, repairing and renewing your skin on a regular basis is the key to having healthy and beautiful skin."

"In our Renuvaré Skin Perfecting Serum 212, Myrrh Essential Oil is the core ingredient in this lipid-rich formula and helps promote skin's elasticity and radiance. Myrrh Essential Oil also encourages the repair and renewal of damaged skin while reducing inflammation, one of the leading causes of aging", said Choe.

Renuvaré is a skin care company offering 100% chemical free products. The company formulates its products using the most highly bioavailable, sustainable, freshest

ingredients along with natural preservatives and 100% Pure Essential Oils. The products contain no synthetic fragrances, petrochemicals, parabens or fillers.

Renuvaré products are formulated, packaged and inspected for quality in an approved manufacturing facility located in the USA. We strive to deliver the highest quality by applying stringent standards to ingredient sourcing, product performance testing and stability testing. Renuvaré products are dermatologically tested for safety and effectiveness.

Renuvaré Skin Perfecting Serum 212 retails for \$89/1 oz bottle and can be purchased online at [www.renuvare.com](http://www.renuvare.com) or at Choe Center for Facial Plastic Surgery, 4400 Corporation Lane, Suite 102, Virginia Beach, VA 23462.

For more information visit, [www.renuvare.com](http://www.renuvare.com); Email [info@renuvare.com](mailto:info@renuvare.com) or phone: 757-233-8994 or 877-222-1788

Located in Virginia Beach, VA, Renuvaré, LLC is a natural skin care products company devoted to the development of chemical-free skin care products. The company embraces the use of sustainable and highly bioavailable ingredients in its products. Renuvaré's products are never tested on animals and contain ingredients that have been thoroughly researched and demonstrated to be safe, natural and effective. For more information, including information on retailing Renuvaré products in your spa or skin care clinic, visit <http://www.renuvare.com> or call (757) 233-8994 or 877-222-1788.

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