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## HydroPeptide's Gentle Rejuvenating Blueberry Peel and Nourishing Recovery Blueberry Mask Debut in Julie Michaud Prettyology's "Om" Facial for Sensitive and Distressed Skin

*The specialty anti-aging, peptide-based skin care brand partners with Julie Michaud Prettyology to offer the latest HydroPeptide facial designed to alleviate discomfort as well as visible redness and other appearance-related side effects of skin distress.*

[www.hydropeptide.com](http://www.hydropeptide.com)

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**Boston, MA. - July 10, 2013** – Saying "om" is not only for yoga enthusiasts anymore, discerning guests of Julie Michaud Prettyology are seeking to soothe their skin with the swanky beauty lab's new "Om" Facial, featuring HydroPeptide's new blueberry-infused treatments designed to deliver superior anti-aging and



anti-redness results. The leading cosmeceutical line combines blueberry as a super antioxidant with a new defense-strengthening globularia stem cell, calming and redness-reducing peptides, Bentonite clay and mandelic acid in their formulations of the new [Gentle Rejuvenating Blueberry Peel](#) and [Nourishing Recovery Blueberry Mask](#).

- **Blueberry extract** contributes to an extravagant aromatherapy experience while protecting skin from free radical damage and stabilizing the collagen matrix.
- **Palmitoyl Tripeptide-8** neutralizes redness, prevents and soothes skin to a normal skin sensitivity threshold and lightly hydrates by addressing the root causes of irritation and inflammation.
- **Acetyl Hexapeptide-37** restores skin's barrier function to help maintain adequate and youthful hydration while activating skin protein rejuvenation.
- **Globularia Cordifolia**, a botanical stem cell derived from the blue leather leaf powder puff, is engineered to minimize redness and promote a more even skin tone by counteracting pro-aging agents and inflammation.

**HydroPeptide incorporates Mandelic acid** for its gentle yet effective action within the [Gentle Rejuvenating Blueberry Peel](#), revealing a smooth and uniform skin tone by speeding up cell renewal and lightening discoloration. The [Nourishing Recovery Blueberry Mask](#) immediately comforts and renews skin after application of this gentle peel with the same proprietary stem cell, peptide and nourishing extract blend, but with the addition of **Bentonite clay** to absorb oil and extract impurities for a clearer, matte-finish complexion.

"Until recently, those with sensitive skin weren't able to benefit from Alpha Hydroxy Acids because of their tendency to be harsh on skin," said April Zangl, HydroPeptide's CEO and co-formulator. "We chose Mandelic acid for our new [Gentle Rejuvenating Blueberry Peel](#) as it has been newly rediscovered for its unique ability to target a number of different skin care issues, including repairing skin damaged by prolonged sun exposure, combating hyperpigmentation and treating acne, without the irritation that results from use of other AHAs. The treatment finishes with an application of HydroPeptide Uplift, an eye gel featuring Argan extract to fight crepiness and Soothing Serum, a serum containing the new redness-reducing anti-wrinkle peptide, Acetyl Tetrapeptide-33. We are delighted to partner with Julie Michaud Prettyology to offer their sensitive skinned clientele an option that leaves their skin looking and behaving closer to the way normal skin does after an "Om" Facial."

"HydroPeptide is a leader in anti-aging skincare and we are thrilled to be the first in Boston to carry their skincare line and offer their skin treatments," says Julie Michaud, owner of Julie Michaud Prettyology.

Sensitive skin types are now indulging in HydroPeptide's [Gentle Rejuvenating Blueberry Peel](#) and [Nourishing Recovery Blueberry Mask](#) by requesting the "Om" Facial at Julie Michaud Prettyology, Boston's premier beauty lab. HydroPeptide's Blueberry Peel and Mask are also featured in the Calming Recovery Facial found on treatment menus at finer resort and day spas worldwide. Price and availability may vary, please

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visit [hydropeptide.com](http://hydropeptide.com) to find the participating location nearest you.

**HydroPeptide** creates the most innovative anti-aging skin care solutions. HydroPeptide's **VLR technology** allows for a **variety** of specific, active **levels** of peptides to be delivered **repeatedly** to their targeted areas for maximum results. While peptides are the driving force, stem cells and active botanicals work harmoniously to nourish and rejuvenate skin without requiring recovery time or resulting in irritation. Founded in 2004, HydroPeptide is recognized as the leading peptide-based anti-aging cosmeceutical line and is the winner of over 30 coveted beauty awards to date. **HydroPeptide is Scientific Beauty Made Simple.**

**If you would like to speak with April Zangl or to request HydroPeptide product samples and images, please contact Elise Hamamoto at [Eliseh@hydropeptide.com](mailto:Eliseh@hydropeptide.com) or (425) 458-4107**

**Julie Michaud Prettyology**, located on the first block of Boston's historic Newbury Street, is a state-of-the-art beauty lab that is the culmination of Michaud's 25 years of experience in the art, science and business of beauty. Led by 9-time "Best of Boston" winner Julie Michaud, **Prettyology** offers medical-grade skin treatments, micropigmentation, brow shaping and lashes and carries the best, user-friendly skincare products on the market today, along with their own line of paraben-free makeup, brushes, tweezers and scissors.

**For press inquiries regarding Julie Michaud Prettyology, please contact Anne Lower at [gordonlowerpr@mindspring.com](mailto:gordonlowerpr@mindspring.com) or (617)699-8008**

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