



HydroPeptide® Partners with the Personal Care Products Council Foundation to Help Women Look Good and Feel Better During Chemotherapy

*HydroPeptide® donates funds to the Personal Care Products Council Foundation and expertise of the company's estheticians to the **Look Good Feel Better®** programs*

Issaquah, Wash.— Oct. 1, 2013 – For the fifth year in a row, HydroPeptide® is raising funds and awareness to support women fighting cancer. **The brand known for its skin care line featuring over 30 different designer peptides is donating a portion of proceeds from the sale of Pink Kits to the Personal Care Products Council Foundation.** What exactly is a Pink Kit?



The Pink Kit contains HydroPeptide®'s Eye Anti-Wrinkle Dark Circle Concentrate and Lip Plumper Fuller Smoother. HydroPeptide® Eye reduces the appearance of under-eye circles and puffiness around the eyes with a combination of Vitamin K, hesperidin and chrysin. The crushed pearl in this multi-tasking eye cream contributes to instantly bigger, brighter and more youthful-looking eyes. HydroPeptide®'s Lip Plumper is a universally flattering treatment gloss featuring AC Collagen peptides that minimize the look of fine lines while making lips look irresistibly full and rosy. Meadowfoam estolide is included for a smooth and adequately hydrated pout.

Additionally, HydroPeptide® contributes the expertise of the company's in-house estheticians to conduct Look Good Feel Better® workshops that help women deal with the cosmetic effects of chemotherapy.

"The most rewarding part about teaching Look Good Feel Better® workshops is giving the women who attend a chance to forget about cancer for a few hours and instead explore a fun and glamorous side of themselves," said HydroPeptide®'s East Coast Educator, Erin Ferrill. "In the workshops we cover skin care, makeup, nails and hair care. While I think it's great that HydroPeptide® donates money to the Personal Care Products Council Foundation, I am honored to work for a company that takes a hands-on approach by also supplying the volunteers that are needed to keep the Look Good Feel Better® programs going."

HydroPeptide®'s *Pink Kit* contains \$98 worth of products and retails for \$70. The *Pink Kit* is available while supplies last in participating prestige spas and dermatological clinics and online at HydroPeptide.com.

About HydroPeptide® (www.HydroPeptide.com)

HydroPeptide® is an anti-aging cosmeceutical line famous for 7 facials and 17 retail products featuring **VLR technology** – a **variety** of specific peptides, applied at their active **levels**, delivered **repeatedly** to targeted areas in the skin for maximum results addressing specific skin care concerns. 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 HydroPeptide®'s CEO, April Zangl, or to request HydroPeptide® product samples and images, please contact Elise Hamamoto at Eliseh@HydroPeptide.com or (425) 458-4107

About Look Good Feel Better®

Look Good Feel Better® is a collaboration of the Personal Care Products Council Foundation, a charitable organization established by the Personal Care Products Council, the leading national trade association representing the global cosmetic and personal care products industry; the American Cancer Society, the nation's largest voluntary health organization dedicated to saving lives from cancer; and the Professional Beauty Association, a national organization of more than 25,000 cosmetologists, wig experts, aestheticians, makeup artists and nail technicians. For more information about Look Good Feel Better® free workshops and other services available across the country, visit www.lookgoodfeelbetter.org.