

FOR IMMEDIATE RELEASE

HydroPeptide Facials and Products Launch at The Setai Club & Spa Wall Street

November XX, 2013 – A tranquil and posh getaway located within the heart of New York City's bustling financial district, **The Setai Spa Wall Street** enhances their **Essential Facial** with award-winning **HydroPeptide** products. This lavish, zero-recovery time facial is customized to produce a youthfully plump, smooth, radiant and visibly lifted complexion with continued improvement in the days following treatment. HydroPeptide, the brand known for producing unrivaled anti-aging results with over 30 different clinical levels of peptides, shares the celebrated Wall Street spa's focus on providing an experience that will delight even the most discerning guests.

The Setai Spa Wall Street's **Essential Facial** targets wrinkles in addition to every client's individual skin concern, whether it is acne, sensitivity or hyperpigmentation. HydroPeptide products enhance this facial protocol with peptides, the chains of amino acids that restore youthful beauty to the skin in a variety of ways depending on how they are sequenced - from relaxing wrinkle-causing facial contractions to helping to extract impurities. HydroPeptide's *Pumpkin Peel: Acne Clarifying Power Boost* treats acne-prone skin with Oligopeptide-10, an anti-microbial peptide that clears breakouts without the risk of irritation by enabling a lower concentration of salicylic acid to work more effectively. The age-defying brand's sensitive skin treatments - the *Gentle Rejuvenating Blueberry Peel* and *Nourishing Recovery Blueberry Mask* – reduce redness and restore a more normal skin sensitivity threshold with a combination of blueberry extracts, redness-reducing peptides and a botanical stem cell. The HydroPeptide *Brightening Apple Papaya Souffle Mask* reveals fresh, glowing and more even-toned skin with a blend of papaya extract, carefully selected antioxidants and an apple stem cell to speed cell turnover and help protect skin from future discoloration. This mask not only fades hyperpigmentation, it also contains a collagen-boosting dual peptide to visibly reduce wrinkles. Regardless of the type of peel or mask chosen for each guest's skin type, the *Essential Facial* is setting a new standard in anti-wrinkle results and addressing multiple skin care concerns.

"After researching and testing many skin care lines, I chose to go with HydroPeptide because it is so results driven and backed with real research and science," said Amanda Wells, Spa Director of The Setai Spa Wall Street. "The HydroPeptide products provide our savvy clients with that instant 'Wow' factor, making it great for the client who comes in for regular facials as well as those who are looking for a pre-event pick me up."

The Setai Club & Spa Wall Street is now among the fine spas worldwide offering HydroPeptide's professional treatments and retail collection. The HydroPeptide retail collection is also available at hydropeptide.com.

About HydroPeptide:

Founded in 2004, HydroPeptide is a leading peptide-based anti-aging cosmeceutical line famous for 7 professional facial treatments and 17 retail products featuring **VLR technology** – using the correct *variety* of peptides applied at *clinical levels* with continuous *repetition* for superior anti-aging results. Powered with over thirty peptides, botanical stem cells and hyaluronic acid, HydroPeptide has perfected the combination of science and aesthetics, creating simple customizable daily care and professional treatment solutions for a range of skin care concerns that are free of harsh chemicals, parabens, phthalates, and gluten.

For more information, please contact EliseH@hydropeptide.com.