

Please contact:
Elise Hamamoto
Public Relations Manager
1085 12th Avenue NW #D5 | Issaquah, WA 98027
425-458-4107 (direct) | Eliseh@hydropeptide.com
www.hydropeptide.com

HydroPeptide®

HydroPeptide's Skin Enhancing UV Protection SPF 30: One Shade That Truly Fits All

HydroPeptide's SPF 30 Anti-Wrinkle Skin Enhancing UV Protection encourages a clear complexion, offers antioxidant protection and immediately improves skin tone.

www.hydropeptide.com

Issaquah, Wash. Sept. 12, 2012 – HydroPeptide's SPF 30 Skin Enhancing UV Protection meets and exceeds the expectations of a color corrective (cc) cream, which is an antioxidant moisturizer, sun protection, primer and tint, all in one deliciously lightweight formula.

- **Titanium dioxide** and **zinc oxide** contribute to this cc cream's SPF score of 30.
- **Micro-encapsulated pigment spheres** self-adjust to blend with your own skin tone, contributing a touch of warmth that matches even the fairest and darkest complexions, covering uneven skin tones more effectively and improving upon the flawless "no-makeup" look of last season's bb creams.
- A rich **blend of anti-inflammatories and antioxidants** includes *green tea* to protect against DNA, UV and collagen damage. HydroPeptide's Skin Enhancing UV Protection minimizes the likelihood of premature skin aging with the power of *acai berry*, an antioxidant with ten times the potency of red grapes.
- **Galanga root** boosts the UV ray protection properties while reducing sebaceous gland activity for a clearer, shine-free complexion.

Working smarter and not harder since it hit beauty retailers in March of 2010, this multi-tasking formula challenges other contenders in the cc cream craze to produce the results women from all walks of life are raving about.



"I have finished my first container that lasted several months with just a little pump or two every morning," said Barb from Washington state. "My skin has never looked better and I'm 57. It gives your skin a youthful look without makeup while protecting it. It's so nice not to have to wear foundation but let nice natural skin shine through."

HydroPeptide's SPF 30 Anti-Wrinkle Skin Enhancing UV Protection is available now in resort and day spas worldwide and finer beauty.com retailers including: skinstore.com, dermstore.com and hydropeptide.com. Skin Enhancing UV Protection is 1.7 ounces and retails for \$40. Skin Enhancing UV Protection comes in **ONE SHADE** that matches light to dark complexions, including golden and olive skin tones.

About HydroPeptide (www.hydropeptide.com)

HydroPeptide is an anti-aging skin care line formulated with over 21 different peptides at clinical levels and is the winner of over 21 international beauty awards. Formulated by skin ingredient expert, April Zangl and the renowned Dr. Louise Peck, PhD and nutritional expert in proteins' body building attributes, this collection specializes in peptides, topical protein fragments that simultaneously improve skin's radiance, tone and strength. As a mother, the CEO of HydroPeptide and a fitness and wellness management expert, April prioritizes creating multifaceted products based on the latest advancements that fit into a busy lifestyle and produce faster results without harsh chemicals or irritation. April believes that while inner beauty is the most important, HydroPeptide formulations are her outlet for celebrating outer beauty. HydroPeptide is Scientific Beauty Made Simple.

###