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HydroPeptide's **Power Lift** Cream Diminishes Dullness, Dryness and Deep Wrinkles Overnight and Over Time

*HydroPeptide's **Power Lift** Anti-Wrinkle Ultra Rich Concentrate contains a blend of 21 hydrating elements, collagen support peptides and Diacetyl Boldine—restoring luminosity, hydration and youthfulness to all skin types.*

www.hydropeptide.com

Issaquah, Wash. Sept. 18, 2012 – HydroPeptide's **Power Lift** Anti-Wrinkle Ultra Rich Concentrate is a moisturizing and anti-aging day and night cream formulated with a cocktail of natural and high tech elements for a brighter, plumper and more youthful looking complexion.

- This advanced formula features **Diacetyl Boldine**, an antioxidant ingredient derived from Chilean tree bark that supports a more even skin tone and youthful radiance by controlling melanin, the pigment that makes skin darker. **Licorice** and **bearberry** contribute to the glow factor, acting as natural brightening agents.
- The combination of **tripeptide-1 with soy and wheat proteins** reduces the look of wrinkle depth in as little as 15 days by boosting collagen III production and acting as a cellular detoxifier. **Tripeptide-10 citrulline** mimics a molecule that regulates collagen fibers.
- **Sodium Hyaluronate** is among the **21 hydrating elements** and when applied topically it reaches deep down into the dermis to maintain, attract and combine with up to 1000 times its weight in water, delivering even hydration to the skin immediately and over time.
- The antioxidants **Buddleja** and **Echinacea** protect skin from UV damage and improve the skin's moisture retention properties, respectively.

Power Lift simplifies beauty routines regardless of skin type - delighting drier skins as a day and night moisturizer, as the night repair cream of choice for normal to oily complexions and as a preventive and corrective anti-aging treatment for all.



*"HydroPeptide Power Lift is meant to be used twice a day, however for my skin type the cream was really too rich to be worn under my makeup during the day," said Shannon Nelson, a beauty writer for A Girl's Gotta Spa. "So every night before bed, I applied it to freshly cleansed skin. **Within about two weeks of use I noticed my skin felt softer and the overall look of my skin much healthier due to retaining moisture. There is a clean scent to Power Lift, although not perfumey. Due to the thickness of the cream (less is more) and only using it at night, the one ounce jar has lasted me about 3 months.**"*

HydroPeptide's **Power Lift** Anti-Wrinkle Ultra Rich Concentrate is available now in resort and day spas worldwide and finer beauty.com retailers including: skinstore.com, dermstore.com and hydropeptide.com. **Power Lift** is 1.0 ounces and retails for \$80.

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.**