



The leader in  
Educated Skin Care  
with the ultimate in bioactives

## Fight The Signs Of Aging With MyChelle Dermaceuticals' G2 Instant Firming Serum

*The ultimate in firming with the ultimate in bioactives*

**Louisville, Colo. (March 6, 2009)** – Defying your age. When you are at the amusement park and participate in the “guess my age” game, you’re always hoping for a guess that sheds a good ten years off your actual age. But when you don’t get that guess, and maybe was aged a few years by some teenage employee, then the thoughts of skin care start to come to mind.

MyChelle Dermaceuticals would like to offer you some new alternatives to defying your age and revealing your younger skin through natural remedies. First there was NoTox Anti-Wrinkle Serum, and now MyChelle is equally proud to introduce the *G2 Instant Firming Serum* to its family of bioactive skin care products. G2 will take on the battle, in the trenches, to combat those obstinate wrinkles and give your skin a great lift without a trip to the doctor.

“The G2 Instant Firming Serum is an instant lifting treatment with Argireline™ peptide and Goji berry for ultimate firming,” said Myra Michelle Eby, founder of MyChelle Dermaceuticals. “Argireline is a neuropeptide that is proven to reduce – up to 30-percent - the depth of the wrinkles in the face caused by the contraction of the muscles of facial expression, especially around the eyes, forehead and mouth. Argireline is a proven winner with extensive research and documentation.”

Goji Berry is an intense powerhouse of nutrients yielding incredible firming properties containing more beta-carotene than carrots and an astonishing 500-times more vitamin C by weight than oranges. It has over 19 amino acids, and is packed with vitamin B1, vitamin B2, vitamin B6 and vitamin E.





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Pomegranate contains natural acids which support exfoliation and yields up to up to three-times more antioxidant capacity than red wine and green tea, which is attributed to elevated polyphenol content. Exfoliation is an important segment of a skin care regimen, which serves to remove the outer layer of dead skin cells that traps both bacteria and sebum and stimulates new skin cell generation.

MyChelle fans can supplement with G2 Instant Firming Serum to target those stubborn mimic lines and enhance the results of MyChelle NoTox.

### **About MyChelle Dermaceuticals**

Founded in 2000 by Myra Michelle Eby, MyChelle Dermaceuticals is the Leader in Educated Skin Care with the Ultimate in Bioactives™. MyChelle is an innovative pioneer in the crafting of pure, highly effective products that incorporate cutting edge science and bio-active ingredients. MyChelle offers a full line up of cleansers, serum treatments, toners, nourishing creams, sun protection, intensive treatments, mineral makeup and a selection of men's products. The company's mission is to offer skin care products that are not tested on animals and do not harm our delicate environment while yielding exceptional results for all skin types. MyChelle is sold in fine health food stores nationwide. For more information please visit [www.mychelleusa.com](http://www.mychelleusa.com)

