

## EVELINECHARLES™ LAUNCHES SKINCARE

**Vancouver, B.C.:** EvelineCharles™ Salons • Spas is thrilled to announce the launch of their new skincare line available April 2007. This new range is the latest creation for EvelineCharles™ (EC) and completes the existing brand which includes bodycare, hair care, nail care and technology.

In 2004, Eveline Charles, president and CEO of EvelineCharles™ Salons • Spas, was inspired to create a skincare collection which offered products with high quality ingredients to produce optimum results. Following this decision, Charles and the EC Product Development Team traveled to France to collaborate with the leading skincare manufacturer. After three years of development, EC Skincare is now available and is being used during all facial services at every EC locations.

*This line took longer than any other we've done due the intricate nature of skincare, but it has been worth the wait. The best feature of our line, aside from the premium ingredients, is its simplicity. The six step system makes following a regular skincare routine so easy for anyone wanting to take fantastic care of their skin - young and old.*

*Eveline Charles, president and CEO, EvelineCharles™ Salons • Spas*

EvelineCharles™ Skincare is customized for skin type and is available in four categories:

### **PRÉVAL- For All Skin Types**

Préval is designed to maintain skin integrity and prevent early signs of aging. The Préval line includes an exclusive combination of Hyaluronic Acid to add and retain moisture, Vitamin E to heal and soften, Hibiscus extract to tone the skin and Ginkgo Boloba to defend against free radical damage.

### **ÉQUILIBRE- For Combination to Oily Skin Types**

Restore balance to skin with Équilibre's many soothing and calming ingredients. Grapefruit extract to clean and tone, Hyaluronic Acid to hydrate and Cytobial Iris to balance oily skin and reduce the appearance of pores.

### **ALLÈV- For Sensitive Skin Types**

Dehydrated, sensitive or irritated skin is alleviated with Allev's comforting properties. This line includes Mallow extract to soften and sooth, Hyaluronic acid to hydrate, and Chamomile Oil to reduce inflammation and redness.

### **LISSAGE- For Mature Skin Types**

Skin will absorb the ultra hydrating, wrinkle reducing elements of this line. Beach Tree Bud Extract, Walnut Extract and Papaya Extract are working with Hyaluronic Acid and Marine Collagen for a luxurious treatment to firm and lift mature skin.

Each category offers a six step regime consisting of cleanser, toner, serum, complex, moisturizer, and eye treatment; additional products are also available for specific needs such as exfoliator, masks, and anti-wrinkle eye pads.

EvelineCharles™ Skincare will also be used for all facial treatments at EC locations. EC Spas offer two facials: EC Signature Facial and Joyfully Young Age Defying Facial, which are customized according to the client's skin type.

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EvelineCharles™ Salons • Spas can be found in 8 locations in Alberta and British Columbia including: Edmonton City Centre, Southgate Centre and West Edmonton Mall in Edmonton, Alberta; Chinook Centre, Market Mall and Southcentre in Calgary, Alberta; Vancouver and Kelowna, British Columbia.

For further information, digital images or products please contact:

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