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**WRINKLES, FINE LINES AND CREASES 'UNFOLD'<sup>®</sup>,  
THANKS TO NEW NECK FIRMING CREAM FROM REVERCEL<sup>®</sup>**

***Unique Peptide-Botanical Complex Contains High  
Concentrations of Active Ingredients For Maximum Results.***

**Campbell, CA—Launches August 2006—** Revercel<sup>®</sup> gives wrinkles, fine lines and creases a one-two punch with Unfold<sup>®</sup>, a new peptide-rich neck and décolletage cream. This daily-use formula works to defy gravity's pull by firming and smoothing "crepey" skin and improving its elasticity.

"Unfold contains Regin<sup>®</sup>, a remarkable peptide that helps control the balance of cytokines in mature skin, so elasticity and firmness are visibly improved," says Dr. Rick Noodleman, Revercel's co-creator and medical director of Age Defy LOOK AND LIVE WELL in California's Silicon Valley. "Unfold is also formulated with Dermaxyl<sup>®</sup>, a peptide known for its anti-aging benefits. Not only does Unfold smooth, tighten and firm the skin, it also helps augment and maintain the results of cosmetic procedures, especially when combined with other topical anti-aging formulas."

Packed with powerful hydrators and age- inhibitors, Unfold contains Tonislin<sup>®</sup> to help stimulate collagen production; Polylift<sup>®</sup> for smoother, more elastic-appearing skin; algae extract to promote cell turnover; and Vitamins C and E antioxidants to protect and repair sun-damaged skin.

To use, apply morning and evening using upward strokes, gently massaging onto the décolletage, neck and jawline.

Suggested retail is \$75 for a 1.7 oz jar. Find it at [www.revercel.com](http://www.revercel.com) or 1-866-TO-RENEW.

**Developed by Drs. Rick and Arlene Noodleman, the husband and wife team specializing in anti-aging dermatology and preventive medicine, respectively, Revercel<sup>®</sup> skin care takes a dual approach to prevent and treat the signs of aging through an artful combination of proven cosmeceutical ingredients, including peptides, retinols, alpha-hydroxy acids, botanicals and antioxidants.**