

FOR IMMEDIATE RELEASE

Contact: Sofi Lewis  
slewis@prioriskincare.com



## A New Technological Breakthrough From PRIORI® Skincare: **LASH RECOVERY SERUM with Triple Lipopeptide Complex™** Anti-Aging Booster for Lash Recovery

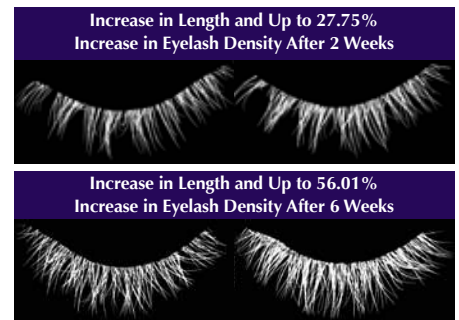
Joe Lewis and Joe DiNardo, the renowned Cosmeceutical research scientists behind the PRIORI® brand who introduced Alpha Hydroxy Acids in 1983, Idebenone in 2004 and CoffeeBerry® in 2008, have added a new step in the fight against premature aging and a **technological breakthrough** that helps make eyelashes and eyebrows look fuller, thicker and more voluptuous – Lash Recovery Serum with Triple Lipopeptide Complex™.

An anti-aging booster for lash recovery, Lash Recovery Serum is the first prostaglandin-free product on the market with a unique complex of three different potent lipopeptides working in synergy to give compounded results. Lash Recovery Serum utilizes a unique Triple Lipopeptide Complex™ that stimulates hair follicle sites to enhance the appearance of length and thickness of eyelashes and has been clinically tested to enhance lashes in only **two weeks**. Clinically studies revealed up to a 27.75% increase in eyelash density after two weeks of use, and up to 56.01% after six weeks.

PRIORI® Lash Recovery Serum helps fight the effects of premature aging, environmental factors and premature eyelash fallout. This innovative lash growth product provides fast, incredible results that help transform brittle, short, sparse lashes into fuller, voluptuous, thicker-looking lashes and brows. A recent scientific breakthrough shows that we can help reverse some of the effects of unhealthy eyelashes and eyebrows with PRIORI® Lash Recovery Serum; through its highly potent, unique Triple Lipopeptide Complex™ and other supportive ingredients, it helps promote healthy, natural lashes and improves the overall appearance and condition of lashes. Each hair is nourished and the lash line energized, and it is formulated specifically to reduce the potential for irritation that is the problem of many eyelash products on the market today.

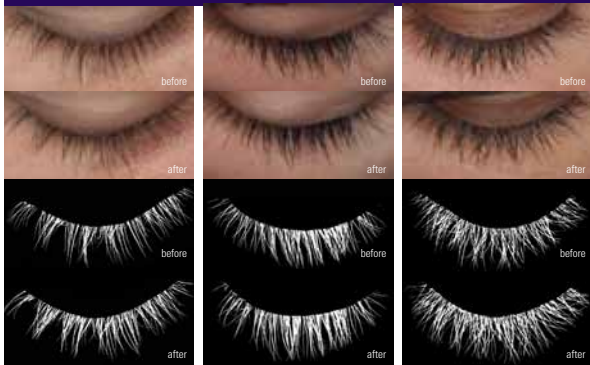
Lash Recovery Serum is part of PRIORI® Skincare's Target Skin Therapy™ line, which is also the latest launch from the Anti-Aging Authority. Target Skin Therapy™ is a new category with technologies specifically developed for targeted areas to enhance and jumpstart the results of any current skincare regimen for faster, visible anti-aging results.

Lash Recovery Serum is available at select spas nationwide. For more information on Lash Recovery Serum and other PRIORI® anti-aging skincare products, please visit [www.prioriskincare.com](http://www.prioriskincare.com).

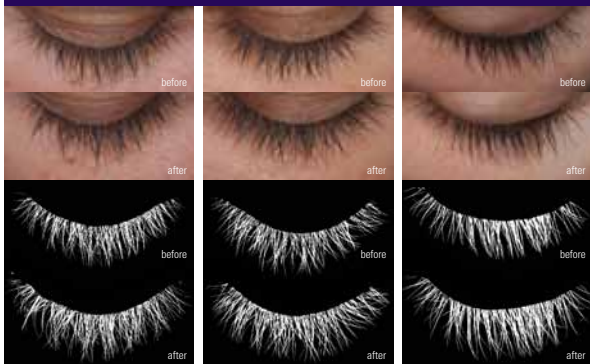


– continued –

**2 WEEK CLINICAL DATA: Increase in Length and Up to 27.75% Increase in Eyelash Density**



**4 WEEK CLINICAL DATA: Increase in Length and Up to 43.17% Increase in Eyelash Density**



**6 WEEK CLINICAL DATA: Increase in Length and Up to 56.01% Increase in Eyelash Density**



*Photos have not been retouched. Results may vary.*

## Directions

With clean hands, apply one stroke with the applicator brush to the base of upper eyelashes, from the inner to outer corner. Follow same procedure for brows, covering entire eyebrow area. Eye area should be clean and free of makeup and/or creams prior to application. Use once daily, at bedtime.

Once desired results are achieved, continue using Lash Recovery Serum for 3-4 days a week to maintain the appearance and condition of lashes and brows.

## FEATURED INGREDIENTS

<ul style="list-style-type: none"> <li>• Triple Lipopeptide Complex™ (Pentapeptide, Hexapeptide, Octapeptide)</li> </ul>	Helps strengthen and enhance the appearance of length and thickness
<ul style="list-style-type: none"> <li>• Glycerin</li> <li>• Sodium Hyaluronate</li> <li>• Butylene Glycol</li> <li>• Ethylhexylglycerin</li> </ul>	Helps condition, moisturize and nourish, which promotes overall healthier, stronger, shinier-looking lashes
<ul style="list-style-type: none"> <li>• Camellia Sinensis Leaf Extract (Mixture of Green and White Tea Leaves)</li> <li>• Cucumis Sativus Fruit Extract</li> <li>• Chamomilla Recutita Extract</li> <li>• Aloe Barbadensis Leaf Juice</li> </ul>	Botanical extracts that help soothe, calm and moisturize
<ul style="list-style-type: none"> <li>• Panthenol (Pro-Vitamin B5)</li> </ul>	Helps promote flexibility and durability
<ul style="list-style-type: none"> <li>• Retinyl Palmitate (Pro-vitamin A)</li> <li>• Tocopheryl Acetate (Vitamin E)</li> <li>• Ascorbyl Palmitate (Vitamin C)</li> <li>• Phospholipids</li> </ul>	Encapsulated Vitamin Complex that helps promote lash/brow health and provides proper nutrition essential for stimulating and encouraging new growth

## Lash Recovery Serum with Triple Lipopeptide Complex™

Clinically tested to enhance lashes in just two weeks, PRIORI® Lash Recovery Serum is the first eyelash and eyebrow enhancer to utilize a unique complex of three lipopeptides – a technological breakthrough that helps make lashes and brows look fuller, thicker and more voluptuous.



Size: 0.13 fl. oz. (4 mL)  
Suggested Retail Price: \$99

