

**FOR IMMEDIATE RELEASE**

**Contact:** Erin Burke

Rogers & Cowan PR

212.445.8367

[eburke@rogersandcowan.com](mailto:eburke@rogersandcowan.com)

## **iS Clinical Launches New ADVANCE+ Skincare Line**

Offers phenomenal breakthrough in Vitamin C formulation technology seen in over a decade

Available Globally in July 2008

New York, NY / June 19, 2008 – iS Clinical, an exclusive skincare brand by INNOVATIVE SKINCARE, has raised the bar once again in formulation and ingredient technology with the highly-effective, clinically-validated skincare line: ADVANCE+.

The Innovative Skincare R&D team sourced a new version of L-Ascorbic Acid (Vitamin C) technology to employ in the ADVANCE+ formulas. This version of L-Ascorbic Acid offers time-released, continuous and steady delivery to cells, providing a more efficient and effective form of the powerhouse ingredient. Additionally, its uniquely stabilized molecular structure allows it to be formulated with other potent ingredients, previously thought impossible, to enable enhanced collagen production and additional anti-aging benefits.

Innovative Skincare's expert team of PhDs, under the direction of Medical Director Charlene DeHaven, MD, FACEP, directed the development of the line from concept to market, including: sourcing the ingredients worldwide and coordinated independent clinical testing on all formulations for safety and efficacy. In an effort to uphold supreme ethical standards and adhere to strict medical guidelines, Innovative Skincare is moving forward without the involvement of former R&D team member Dr. Mostafa Omar, and by extension Phytoceuticals, Inc.

The new ADVANCE+ line includes: Super Serum ADVANCE+, Pro-Heal Serum ADVANCE+, and C Eye ADVANCE+ and will launch globally in July 2008.

iS Clinical products are exclusively sold through dermatologists, plastic surgeons, medi-spas, and luxury professional skincare locations. To find a retailer near you, log on to [www.innovativeskincare.com](http://www.innovativeskincare.com).

iS CLINICAL is the exclusive skincare brand by INNOVATIVE SKINCARE and is comprised of long-term, results-oriented anti-aging and optimizing skincare formulations. INNOVATIVE SKINCARE is committed to improving skin health by developing the highest quality of products, supporting the research of new treatments, raising the bar on corporate integrity, and serving the needs of its skincare customers globally.

**Your Skin, Our Science ... Pure Chemistry**

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