

Scientific Approach Softens the Way for Porselene Skin Beautification System

For Immediate Release

HOUSTON/EWORLDWIRE/March 17, 2008 --- Luxury skin care products by Porselene, rather than overwhelming the skin with chemicals and other man-made ingredients, beautify through natural substances using "Liposomal Encapsulation Technology." The trademarked technology Porselene uses incorporates the powers of both nanotechnology and biotechnology to deliver small amounts of select ingredients into target skin cells. For the consumer this equates to faster, more efficient results.

"Our team of experts specializes in providing innovative product concepts, safe and effective active complexes, and new methods to improve the delivery of active ingredients for multi-functional products that achieve great results and are highly differentiated," notes Porselene President Henrietta Ezeoke.

One of Porselene's most prominent ingredients is caviar, the roe that is considered to be a staple among the rich. Caviar is used because it possesses a wealth of proteins, vitamins, phospholipids, nucleic acids and other components that nourish the skin. Since caviar is 50 to 70 percent water, it can reach the skin's innermost cells quickly and easily.

Through Porselene's Caviar Collection, consumers will rebuild collagen, a type of connective tissue that is essential for preventing wrinkles and other undesirable skin conditions. The marine DNA contained within the collection can also provide protection against UV rays and pollutants.

In addition to caviar, dozens of other ingredients the public is already familiar with are used in Porselene's luxury skin creams. In fact, many of the extracts are derived from commonly consumed foods, such as grapes, green tea and cucumbers. Only a handful of Porselene's components are chemical-based.

Porselene also offers variety in its product lines:

- . The Caviar Collection offers an age-defying solution against wrinkles by smoothing and strengthening the skin.
- . The Skin Lightening Collection helps consumers attain a blemish-free complexion.
- . The Bright Essence Collection works to rejuvenate the skin, making the skin radiant and beautiful.

To take advantage of this revolutionary skin care treatment, customers can conveniently order online. Flawless skin begins to be revealed in just 2 to 8 weeks, depending on the product used.

For more information visit '<http://www.Porselene.com>'.

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