

FOR IMMEDIATE RELEASE:

Roll Away Wrinkles with Sera Anti-Aging Technology

New Cosmeceutical Line Delivers Better Skin in Three Weeks

NEW YORK, N.Y., Aug. 18, 2008 (SEND2PRESS NEWSWIRE) -- Smart women won't have to let a tight economy take its toll on their skin this fall - Sera Anti-Aging Technology brightens, smoothes, hydrates and heals skin at an affordable universal price of \$39.95 per product. Sera contains a proprietary blend of dermatologist grade peptides and active ingredients proven in clinical trials to significantly reduce the appearance of fine lines and wrinkles.

Though packaged and distributed nationally, the line has international style and appeal. Sera was formulated in France and is elegantly presented in recycled glass bottles made in Italy.

Sera Anti-Aging Technology is cruelty free, fragrance free and rich in botanicals. The revolutionary roll-on application system nurtures and protects delicate skin while distributing just the right amount of product per application.

At work, on the go, at home, at the gym Sera is easy to use and easier to pack and provides fast, visible results for busy moms, frugal fashionistas and savvy CEOs.

Refresh, renew, reveal more beautiful skin with Sera Anti-Aging Technology.

The line includes five core products:

i-sera eye wrinkle serum: which contains dermatologist grade active peptides and fruit acids to target even the deepest laugh lines and crow's feet, along with botanicals like aloe leaf gel and cucumber to soothe and soften.

d-sera dark circle serum: with ginseng extract and organic willow bark to tighten and brighten, along with a patented combination of active ingredients to gently soften and treat bruised looking skin.

m-sera hydrating formula: moisturizes skin without clogging pores, active peptides repair sun, wind and other environmental damage while protecting and nourishing skin.

l-sera lip plumper serum: contains meadowfoam and macadamia nut oil for softening and shine, peppermint oil to keep lips kissable, and a proprietary blend of peptide plumpers keep lips pillowy soft.

n-intensive repair cream: contains Sera's highest concentration of active ingredients for immediate, visible results.

Sera Anti-Aging technology is available exclusively online at www.rollawaywrinkles.com and by calling 1.877.653.0015

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NEWS SOURCE: Sera Concepts

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