

NOEVIR

where beauty is science



FOR IMMEDIATE RELEASE

LEADING JAPANESE COSMETIC COMPANY
LAUNCHES NEW SKINCARE PRODUCT WITH
NANOTECHNOLOGY AND PROPRIETARY
DELIVERY SYSTEM.

Irvine, Calif. – October, 2003 – Noevir, a beauty and health direct-selling company has launched their signature product from Japan, Speciale, to the U.S. market through their independent representatives. This product was launched in Japan in September 2003 with great success and is now also available to the North American market. With 27 years of experience in skincare research and development and more than 100 chemists and cosmetic specialists on staff, Noevir is a company that combines marine and botanical ingredients with modern technology to create a unique and effective line of products that is natural to the skin. Only available from Noevir—where beauty is science.

Speciale is a cosmeceutical anti-aging treatment that fuses the power of nanotechnology and nature. It utilizes nanotechnology, the latest technology of the 21st Century, which involves the manufacture and manipulation of molecules from 1-100 nanometers in size. In a nutshell, the smaller an ingredient is, the better it can penetrate the deeper layers of the skin. Speciale Cream enhances the regenerative properties of the skin, making it instantly luminous. Lines and wrinkles seem to diminish, as tone and texture is transformed. Speciale's Super Direct System™ delivers pure Vitamin E and A as well as proprietary plant extracts directly to the skin. Immediate results include firmer, luminous and hydrated skin that looks more radiant and rested.

Noevir provides a full line of advanced-technology skincare, cosmetics, nutrition, hair care and body care products—designed around nature. For more information, please call the Noevir Business Development Department at 800-872-8817.