

**FOR IMMEDIATE RELEASE**

## **Global Beauty Gives Estheticians a Firm Hold on Cellulite Market with Clinically-Based Private Label Line**



IRVINE, CA (August 20, 2008) -- Global Beauty, one of the only manufacturers of *clinical based* private-label products, smoothes out the cellulite market with a new series of private label cellulite reducing products, giving spa professionals the opportunity to brand their own line, great for supporting treatments such as endermologie or lippomassage once the client returns home.

The line includes *Anti Cellulite Gel*, *Firming Body Lotion* and *Firming Body Wash*. The impactful

trio work synergistically to reduce the visibility of cellulite from areas such as the hip, thigh and derriere by breaking down toxins, recontouring the body and energizing the cells.

"Many spas offer effective cellulite treatments, but don't provide their clients with a home-based maintenance program," explained Ellen Clark, president of Global Beauty. "The Global Beauty cellulite products continue to treat the cellulite when your client returns home and helps them to maintain a smooth, polished look. Plus, labeled with the spa's name and logo, the spa stays visible and customers returning for more product, helping the spa's bottom line as well," she continued.

Said Kathy Furlong, owner of Graceful Beauty Body Spa in Costa Mesa, CA, offering endermologie in conjunction with the Global Beauty cellulite line; "Everyone loves these products - I can't keep them on the shelves! It's great to offer clients affordable products the work in tandem with endermologie to give to keep up their great results."

The line is as follows:

- **Anti Cellulite Gel** (*Reduces the appearance of cellulite, stimulates and detoxifies*)

The Anti-Cellulite Gel contains highly active ingredients that penetrate and support the cells deep within the dermal layer to restructure the tissue, resulting in a tighter, toned skin surface. Organic arnica penetrates deeply to enhance cellular integrity, Dead Sea concentrates detoxify the area, MSM drives the ingredients deeper into the cells while pink grapefruit extract dissolves cellulite beneath the skin. Retinol, ginger, papaya enzymes, and aloe vera firm and fill the upper layers to restore a smooth line and finish to any surface of the body.

- **Firming Body Lotion** (*Organic botanicals and herbs tighten, tone and hydrate*)

The proprietary formulation contains a blend of organic botanicals and herbs, all noted for their ability to break down and eliminate fat, while the combination of MSM, pink grapefruit and cinnamon continue to detox. The lotion also contains anti-irritants, (green/white tea, comfrey, aloe vera), antioxidants, (vitamin E, vitamin A, vitamin B5, alpha lipoic acid), rich emollients, (shea butter, jojoba oil, sweet almond oil, hyaluronic acid, hydrogenated castor oil), and essential oils that provide hydration and smoothness.

- **Exfoliating Body Wash** (*Removes dry, flaky skin, stimulates and helps purge toxins*)

The gentle cleansing treatment stimulates the skin's metabolism, helping purge the skin of toxins and excess water and improving the skin texture. It combines essential oils, jojoba beads, MSM, pink grapefruit essential oil, caffeine, green tea, salicylic acid, jojoba oil, rosemary, orange peel, red clover, aloe vera, and anti oxidants to firm and tone, with moisturizers and cleansers to provide visibly smoother skin. The wash also delivers gentle conditioners to prevent dry skin.

Global Beauty is an innovative private label skincare line that provides estheticians with advanced cosmeceutical products, low minimums and branding support. The line includes a full range of professional and retail products and sophisticated customized labeling. For more information on Global Beauty, or to order product, visit the website at [www.globalbeauty.net](http://www.globalbeauty.net) or call/email (949) 770-4290; [ellencark@globalbeauty.net](mailto:ellencark@globalbeauty.net).