

Press Release August 15, 2005

## **NEW Vegan & Organic Lip Volumizer "LIP EXPERT" hits the US market in September 2005**

### **LAVÉRÉ LIP-EXPERT USERS REPORTED:**

- Anti-wrinkle-effect in lip area (> 85% of users)
- Visible volume effect (> 75% of users)



(Palo Alto, CA) – August 15, 2005 – lavera organic skin care announces its introduction of their new Lip Volumizer "**LIP EXPERT**" into the US market for September 2005.

" Lip skin is structurally different from regular skin, it is thinner and loses its redness and fullness as we age. Lip Expert protects lips on a cellular level, as well as provides intensive, yet non-greasy, moisture and sun protection. Fine lines around the mouth disappear and your natural lip color returns due to the increased circulation" says Ulrike Jacob, Founder of Ars vivendi Distribution. "LIP EXPERT is especially recommended for skin sensitivities and for vegans. "**LIP EXPERT**" is approved by the **Vegan Society**."

The **LIP EXPERT** was first shown in Europe at the Biofach Natural Products Expo in Nuernberg, Germany in Spring 2005 and completes today's leading line of 100% natural and highly effective anti-aging skin care products **LAVERE**. Following a year long development phase, LAVERE Lip Expert hits the market featuring only the purest, innovative ingredients sourced from certified organic agriculture along with naturally produced essences and fruit extracts as

**Innovative Sepilift**, a coconut oil derived protein stimulates skin function, improves the skin elasticity and protects lips from free radicals along with a very high concentration of anti-oxidant **Vitamine E**.

**Innovative Organic Cova Extract**, a natural combination of sugar, chicory and red and algae provide protection against free radicals and relax the lip muscles.

**Organic Sheabutter** and **Shoreabutter** along with **Titanium dioxide** provide nourishing effect and natural sun protection SPF 5.

**Other products in the *lavera* and *LAVERE Brand Collections* include:**

***Anti-Aging LAVERE*** – Advanced range of facial and body care treatments for skin 30 and up. Using 100% natural and organic ingredients to produce visible results. 3 in 1 Cleanser, Lifting Serum, Hydro Sensation Moisturizer Day, Repair Night Cream, Anti Cellulite Body Treatment, Special Wellness/Exfoliant Gel Mask are the leading products to mention.

***Cosmetics***- all completely natural and well wearing, 100% gentle and hypoallergenic brilliant colors derived from minerals. The lip gloss and Liquid Eye Concealer were honored with the “Innovation Prize of the Year” award at BioFach.

***Sun Protection*** – the leader in 100% natural sun care, first company to provide mineral based sun protection and also receiving “Innovation Prize of the Year” awards consistently since 2001 for *Family Sun Spray SPF 15* and *Kids Sun Block Spray SPF 25* at BioFach.

lavera, meaning “the truth” has been redefining natural beauty since 1987. One of Germany’s most revered companies, lavera’s commitment and philosophy to the purest organic and natural ingredients is unmatched, resulting in the highest honored and award winning skin care and cosmetics available today. The line includes face, body, baby, hair, sun care and color cosmetics.

LAVERE products are available nationwide at fine Natural Pharmacies, Wellness Boutiques and SPAs or online at [www.lavera-usa.com](http://www.lavera-usa.com).

Ars vivendi is the exclusive North American Distributor of lavera Natural Cosmetics. Ars vivendi symbolizes the art of living a healthy and organic lifestyle. [www.arsvivendi-usa.com](http://www.arsvivendi-usa.com)

**Ars vivendi Distribution USA LLC**  
**161 Homer Avenue**  
**Palo Alto, CA 94301**  
**Phone 650-566-1802**  
**Fax 650-566-0277**  
**Email: info@lavera-usa.com**

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