

For immediate release

Another beauty breakthrough from Lavera! Summer Glow Organic Self-Tanning Lotion for the Face



Following the success of its award-winning **Sunless Tan Self-Tanning Body Lotion**, Lavera's top-selling product in the USA, the innovative German skincare company introduces another first: **Summer Glow Self-Tanning Lotion for the Face**, which uses all-natural, organic plant extracts to bring a tanned, sunny glow to delicate facial skin, without the need for sun exposure.

“Everyone wants their skin to look lightly tanned, especially in summer,” says Ulrike Jacob, CEO, Lavera Distribution North America, “but we all know of the risks attached to excessive sun bathing, including premature skin aging and skin cancer. Self-tanners are therefore growing more popular all the time, but most use synthetic chemicals to stimulate a tanned effect.”

“Lavera self-tanners are different,” continues Jacob, “they use organic extracts of soy to produce a naturally tanned look, and sugar to deliver a smooth application and even result. We are thrilled that we are now able to offer devotees of our existing **Sunless Tan Self-Tanning Body Lotion** this exciting new formula carefully developed to bring a healthy, holiday glow to facial skin.”

Lavera Summer Glow Self-Tanning Lotion for the Face uses only pure, natural ingredients to deliver a gorgeous, sun-kissed glow. It contains a slightly lower dose of the active soy extracts in **SunLess Self-Tanning Body Lotion**, making it easy to avoid streaks, and allowing for the color to be built up gradually, with subsequent applications. Soy extracts react with the amino acids present in skin to produce a tanned effect within 4-5 days.

As always with Lavera, **Summer Glow Self-Tanning Lotion for the Face** offers additional skincare benefits: Extracts of organic calendula, peach, kiwi, apricot and papaya nourish skin. Vitamins E and C offer anti-oxidant protection against environmental damage.

All ingredients are certified by the BDIH foundation in Germany, the strictest certification body for natural cosmetics worldwide; and approved by the Vegan Society.



Initially unveiled at Biofach, Europe's largest Natural Products Expo, in February 2006, **Lavera Summer Glow Self-Tanning Lotion for the Face** will launch in North America in early June 2006, priced at \$29.50.

Visit our press event this week! For more info, visit www.lavera-usa.com/invitation.php.

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About Lavera

Lavera, meaning “the truth,” has been making pioneering, natural beauty products since 1987. Committed to producing a complete range of 100% naturally effective products using the purest ingredients, often from certified organic sources, Lavera is one of Germany's most renowned companies and has been awarded numerous European prizes for innovation. *To learn more about Lavera's award winning preparations for skin, hair, body, baby and sun care, as well as its pioneering range of cosmetics, please visit www.lavera.com*

Other stand-out Lavera products for summer include...

Lavera LAVERÉ Body Control Anti-Cellulite Lotion (\$69)

This intensive treatment for cellulite from Lavera's prized anti-aging range, LAVERÉ, uses all-natural ingredients to deliver visible results within four weeks. Fruit acids and caffeine stimulate skin's micro-circulation, helping to reduce cellulite and strengthen connective tissue for a firmed, toned effect.

Lavera Trend Cosmetics Lip Gloss (\$16.50)

A gorgeous, non-sticky gloss that uses crushed natural minerals for lasting, high-shine shimmer and organic oils of jojoba and vitamin E to smooth and hydrate. Natural berry aromas make this luscious lip treatment a must for your cosmetics bag.

Lavera Anti-Aging Sun Screen SPF 20 Face (\$29.50)

A star product in Lavera's multiple award winning Sun Sensitive line, **Anti-Aging Sun Screen SPF 20 Face**, offers 100% natural, mineral based sun protection against UVA, B and C rays, and is packed with organic plant extracts for an array of skin care benefits. Shea butter nourishes and hydrates, extracts of witch hazel and liquorice help soothe redness and irritation, caffeine extract stimulates the skin's micro circulation, boosting blood flow, butcher's broom strengthens and firms. Organic, cold pressed sunflower oil provides a potent source of vitamin E, beta-carotene and unsaturated fatty acids, all essential for skin health and vitality.