

“Forget dated European Skincare! Placécol USA, The Science of Beauty, launches innovative, clinically proven products for skin and body health directly from South Africa.”



For Immediate Release

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The origins of Placécol date back twelve years in South Africa. Since its inception, the company has formulated ground-breaking products using unique ingredients, indigenous African extracts, and patented ingredients in the creation of the most innovative products for skin and body health. Over the years, the company expanded its offering of special treatments to include the introduction of our exclusive **Photo Bio-Stimulation Facial Therapies** to provide clients with a unique treatment with immediate visible improvement. Today, Placécol LTD is a **public company on the South African exchange** and operates over **64 Placécol Beauty Centers** as well as the **Placécol Aesthetics Institute** in South Africa which enrolls 200 students. The Placécol Institute is a two-year, internationally-recognized curriculum that entitles our therapists to international accreditation. In early 2009, **Placécol Corporation USA** was launched to begin accelerated distribution of Placécol products and our Photo Bio-Stimulation Facials within the United States. Placécol USA distributes to spas and physicians exclusively throughout the United States.

Placécol has Four Skin Therapy Product Ranges

Placécol has four sub-brands to provide the optimal and trusted skin care regime for every skin type, tone, need, and color.



The **Placécol Core Range** is designed for the client who seeks a trusted skin care routine that is easy to follow. This range includes regimes for 1) Sensitive skin, 2) Normal/Combination, and 3) Oily/Problematic and offers special serums, creams and gels for a variety of skin needs: neck/bust firming, pigmentation, eye puffiness, tone/texture, and rejuvenation. Ingredients include **Malachite, AHAs, Pentaviten, Arnica Oil, Evening Primrose Oil, Tripeptides, and Silk Extracts.**



The **Placécol Advanced Facial Range** is a fusion of natural extracts and skin-care technology that was formulated for the organics-conscious woman concerned with age prevention, environmental stress and skin sensitivity. Ingredients include a **Vitamin Complex B3-B5-B6, Pentapeptides, Antioxidant Vitamins C & E to protect against free radical**

damage, Smithsonian extract and Omegas 6 & 9 for wrinkle reduction. The Advanced Facial Range is *dermatologist-endorsed, sensitivity-tested, and 100% fragrance and paraben-free.*

Placécol's **Advanced Body Care Range** includes three products: 1) Advanced Cellulite Treatment, 2) Advanced Firming Treatment and 3) Advanced Stretch Mark Treatment which were **each clinically-tested for results on women ages 18-61 in South Africa in 28 days.**



The **Placécol Platinum Range** is developed for the more mature client who is dealing with dry skin, changing hormone levels, and the appearance of lines and wrinkles. Some of the latest releases in global cosmetic technology are used such as *living plant cells, semi-precious stone extracts, phyto-hormones, tri-peptides, and patented collagen-building actives.* The development of the Platinum range includes Placécol's **Oxyphytomintm** which contains a **unique combination of anti-aging actives to ensure a younger, firmer skin.** Many of the anti-aging products in this range were put through clinical trials where over **95% of women saw improvement in wrinkle reduction after 28 days.**



The **Placécol Renaissance Range** is developed specifically to address concerns of women with **skin of color.** Ground-breaking, patented active ingredients are a key feature of this range that supports olive to dark chocolate skin in a unique way. Our Renaissance client wants effective skin care for her unique skin type; her concerns are often pigmentation and uneven tone or texture. This product includes Placécol's **Rhodiomaxtm** which is a **powerful, energizing concentrate that results in healthy, radiant skin.** It also protects against free-radicals and recharges the cells.

Formulation Testing

Stability testing is performed on all formulations to guarantee the products are of the highest quality. The products are placed in accelerated testing conditions which include temperatures, appearance, color, odor, pH and viscosity. All tests results are recorded and analyzed according to set specifications. Specific test panels are performed to test the product performance and efficacy. Candidates are screened and then selected to take part in the test panels. Results are recorded where after a comprehensive report indicates whether the product is approved. After final approval, the product is subjected to product/packaging compatibility testing. Other tests include sensitivity testing, irritancy

testing, claim substantiation and efficacy testing. These tests are carried through by accredited testing facilities, dermatologists, and certificates are issued for every test performed.

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