

Diese Meldung kann unter <http://www.presseportal.de/pm/79396/1655896/eans-news-oxygen-biotherapeutics-introduces-dermacyte-oxygenating-eye-complex-an-oxygen-rich-serum> abgerufen werden.



EANS-News: Oxygen Biotherapeutics Introduces Dermacyte® Oxygenating Eye Complex, an Oxygen-rich Serum to Reduce the Appearance of Fine Lines Around Eyes

29.07.2010 - 07:25 Uhr, Oxygen Biotherapeutics Inc.

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Products/Biotechnology

Durham, NC (euro adhoc) - DURHAM, NC, July 28, 2010 - Oxygen Biotherapeutics, Inc. (NASDAQ & SIX Swiss Exchange: OXBT) today introduced its new, innovative skin care product, DERMACYTE® Oxygenating Eye Complex, a smooth, delicate eye serum specially designed to refresh, hydrate and restore the appearance of youth to the eye contour area. Beginning August 9th, retail orders can be placed on Oxygen Biotherapeutics' secure website at www.BuyDermacyte.com. Orders made by August 31st can receive free shipping in the U.S. and Canada by using the Code SHIPCOMPLEX10.

"The market to diminish the appearance of fine lines and wrinkles continues to grow as the last of the Baby Boomers nears 50 and Generations X & Y enter their 30's and 40's. We believe our oxygen-carrier skin care line is an excellent alternative to existing products and procedures, and we intend to market and sell our products on-line, with an internal sales force and distributors, and through partners," said Maria Isabel Tamargo, Assistant Vice President of Marketing and Sales.

DERMACYTE Oxygenating Eye Complex is an enriched oxygen emollient developed by the makers of oxycte technology (an oxygen carrier). It is infused with avocado essence, soothing oat kernel, seed extract from the meadowfoam plant, Vitamin C, sunflower oil and calming high ash. These ingredients help improve hydration and prevent water loss, while protecting your skin against environmental stress, flakiness, dryness, discoloration and puffiness in the eye area. It is hypoallergenic, paraben-free and reinforces skin firmness and tone around the eye area. It is available in a 15 ml pump bottle that allows you to carefully dispense only the small amount needed for your eye area. The cost is \$120.

Oxygen Benefits Your Skin Oxygen is essential for radiant, young-looking skin. It assists in the production of collagen and elastin, as well as with skin repair and regeneration. As we age, the body's ability to deliver oxygen to dermal tissue deteriorates. A lack of oxygen at the cellular level can cause skin to age prematurely, increasing the appearance of fine lines and age spots, making skin look dry and dull. Oxygen therapies enhance the overall appearance and feel of your skin, leaving it smoother and healthier-looking.

About Oxygen Biotherapeutics, Inc. Oxygen Biotherapeutics, Inc. is developing medical and cosmetic products that efficiently deliver oxygen to tissues in the body. The Company has developed a proprietary perfluorocarbon (PFC) therapeutic oxygen carrier and liquid ventilation product called Oxycte® that is being formulated for both intravenous and topical delivery for conditions including but not limited to traumatic brain injury, decompression sickness and topical wounds, as well as for personal skin care. More information is available at www.oxybiomed.com.

Caution Regarding Forward-Looking Statements This news release contains certain forward-looking statements by the company that involve risks and uncertainties and reflect the company's judgment as of the date of this release. These statements include those referring to the plans for the expansion of the Dermacyte product line and the timing of the introduction of those new products. Matters beyond the company's control could lead to delays in the new product introductions and customer acceptance of these new products. Furthermore, there can be no assurance that such plans will lead to meaningful sales of Dermacyte or generate any revenue for the company. The company disclaims any intent or obligation to update these forward-looking statements beyond the date of this release. This caution is made under the safe harbor provisions of the Private Securities Litigation Reform Act of 1995.

end of announcement

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