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SKINCARE COMPANY LAUNCHES SITE TO GIVE A VOICE TO WOMEN FRUSTRATED AND CONFUSED BY SKINCARE PRODUCTS AND THE INDUSTRY, AT-LARGE

Lexli® Introduces www.StopLyingtoMyFace.com as a Forum for Advocacy, Education and Personal Accounts

FARGO, N.D. (JULY 22, 2009) – In search of flawless complexions and minimized wrinkles, American women spend billions of dollars annually on products intended to make their skin look younger and healthier. Yet, nearly all of those women¹ have described themselves as being confused by the endless variety of products available. Adding to the confusion, skincare companies have marketed myths in an attempt to get this willing audience to buy seemingly miracle products that deliver little more than hope. The result is wasted money, unsatisfying results and a growing number of women who are distrustful of skincare marketing. To shed light on product ingredients and the proper steps to healthy skin while giving women an outlet for their frustration, a new site launches today at www.StopLyingToMyFace.com.

The Web site is being launched by [Lexli®](http://Lexli.com), a skincare company that was founded by a board-certified plastic surgeon after years of hearing his patients complain about products that don't work. Lexli is committed to truth-in-marketing and scientific-based product formulations that achieve their intended results.

“There's no question that consumers are confused by the dizzying array of product assertions and contradictions proliferating the skincare industry,” notes Dr. Ahmed Abdullah, CEO and co-founder of Lexli. “Most products are made to sell off the shelf and therefore place a premium on looking beautiful, smelling nice and feeling good on the skin. Too, often, however, that's where the benefits end. Because the FDA doesn't verify claims, it's up to consumers to get educated about the products they use.”

¹ 2003 American Academy of Dermatology survey: 94% of women are confused by anti-aging treatments

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He adds, “Our goal with Lexli isn’t simply to sell products, but to improve skincare and dispute the misleading information that is marketed to consumers. As a medical professional, my hope is that the skincare industry will soon be held to a higher standard where products claims are evidence-based and consumers can count on truthful, accurate information.”

At StopLyingToMyFace.com, visitors have the opportunity to get the truth behind some of the skincare industry’s most popular myths and misinformation; hear points-of-view from women who have experienced the same confusion and frustration; and share their own personal stories and feelings related to the topic.

“The Web site is an engaging way for us to help spawn a movement to end skincare marketing myths,” said Jessica O’Dair, a licensed esthetician and brand ambassador for Lexli who writes a blog at www.lexli.com/jessica about skincare products and ingredients while debunking category myths. “This is a topic that nearly every woman can relate to but, until now, there hasn’t been a public venue to discuss the issue.”

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LEXLI INTERNATIONAL, INC.

Founded in 1997 by husband and wife team and aloe researchers - Dr. Ahmed Abdullah, a board-certified plastic surgeon, and Dr. Kay Abdullah, a board-certified general surgeon, Lexli® offers a line of skincare products created to achieve healthier, younger-looking skin, regardless of skin type, tone or age. All Lexli product formulations, including AloeGlyC Renewing Exfoliant®, the brand’s patented and celebrated daily exfoliant, are based on real science and developed with 100% pure, pharmaceutical-grade aloe vera as its principal ingredient.

Headquartered in Fargo, N.D. and run by doctors who live by the Hippocratic Oath, Lexli is committed to implementing ethical and honest business practices. Because Lexli is unlike any other over-the-counter skincare brand, the company advises that use of its products occur under the guidance of a licensed skincare expert. The Lexli line can be found online at www.lexli.com; at select salons and spas; and at Lexli Skin Care Clinics in Watertown, S.D. and Fargo, N.D., where the company’s aloe-based approach to healthier, more beautiful skin is practiced everyday.