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**LEXLI® INTRODUCES UNIQUE ONLINE PROGRAM TO HELP PROFESSIONAL ACCOUNTS BUILD BUSINESS REFERRALS WHILE INCREASING PROFITS**  
*Loyalty Program Provides a New Sales Channel for Skin Care Professionals*

**FARGO, N.D. (DECEMBER 1, 2010)** – With the economic downturn still playing a factor in revenue potential, spas, physician offices and aesthetic practices are working to maximize sales through every available channel. Because of this, Lexli, a professional line of aloe-based skin care once available via skin care professionals and direct to consumers via the company’s website, has reorganized to create a new sales stream for its clients. Beginning this month, consumers who place a first-time order at [www.lexli.com](http://www.lexli.com) will have to register under their current skin care professional or, if they do not have an existing relationship with a licensed expert, must select a local Lexli distributor via zip code search. Once paired with a consumer, the professional organization receives a commission on each of the individual’s online sales. This offers Lexli professional accounts a resource through which they can acquire new customers, better service their existing ones and improve overall profit margins.

The program, called the Lexli Loyalty Program, essentially removes the last remaining direct-to-consumer sales channel for Lexli and cements the brand’s focus as an exclusively professional line of skin care. “For years we’ve been reinforcing to consumers the importance of working under the guidance of a licensed skin care professional to ensure optimal skin health,” notes [Dr. Ahmed Abdullah](#), founder and formulator of the Lexli line of skin care. “The Lexli Loyalty Program demonstrates just how serious we are about that position. Consumers who are new to ordering from Lexli can now only buy from us if they’re aligned with an expert.” Those who register by selecting a Lexli distributor in their area aren’t required to visit the professional to receive products. However, it provides them with the name of a Lexli expert they may utilize should they choose to take their skin care to the next level.

“We developed the Lexli Loyalty Program after spending quite a bit of time gathering input from our professional accounts about their needs, their concerns in this economic climate and their business goals,” said Donna Andrews, Director of Market Development at Lexli. “In this age of online retailing, the Lexli Loyalty Program provides our clients with the priceless ability to offer their customers a convenience

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that encourages greater loyalty.”

The Lexli Loyalty Program is available to all Lexli professional accounts. Participating organizations are given an exclusive identifying code they may distribute to their clients for use when ordering at [www.lexli.com](http://www.lexli.com). This code ensures consumer sales are attributed to the correct professional account.

Although the Lexli brand was introduced 14 years ago, it was first made available to skin care professionals nationwide three years ago. The line of professional products are supported by scientific research and formulated with a base of [certified organic, pharmaceutical-grade aloe vera](#). While most skin care products utilize a base of water, which dilutes the active ingredients and provides no benefit to the skin, Lexli's base of high-grade aloe penetrates deep into tissue to heal damaged skin. With a 90% reorder rate, the Lexli line is proving its ability to provide healthier, more beautiful skin and is, therefore, an excellent tool to help spa and physician businesses grow.

Licensed skin care professionals interested in learning more about The Lexli Loyalty Program may reach a Lexli account representative by calling (877) 893-3417 or sending an email to [cs@lexli.com](mailto:cs@lexli.com).

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### LEXLI INTERNATIONAL, INC.

Founded in 1996 by Dr. Ahmed Abdullah, a board-certified plastic surgeon and nationally recognized aloe researcher, Lexli® offers a line of professional skin care products created to achieve healthier, younger-looking skin. All Lexli product formulations, including AloeGlyC®, the brand's patented and celebrated daily exfoliant, and the Lexli Acne Kit, the most potent and focused over-the-counter acne treatment available, are developed with certified organic, pharmaceutical-grade aloe vera as their principal ingredient. Formulations incorporate additional natural ingredients, including pH-balanced humectants, masking agents, protectants and botanicals.

The Lexli line is available from licensed skin care professionals at select spas, physician offices and salons. For more information, visit [www.lexli.com](http://www.lexli.com).