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**LEXLI® BRINGS THE HEALING POWER OF PURE ALOE TO HOLLYWOOD SKIN
IN TIME FOR THE ACADEMY AWARDS**

Skin care brand is platinum sponsor of Secret Room Events Academy Awards Style Lounge

FARGO, N.D. (MARCH 11, 2010) – After finding favor in Hollywood at the 2009 Emmy Awards gifting suite, [Lexli](#) made its return to Tinseltown last weekend to help celebrities, stylists and other industry A-listers get their skin Red Carpet-ready for the 82nd Annual Academy Awards. A platinum sponsor of the *Secret Room Events Style Lounge* held on March 6 at the InterContinental Hotel in Los Angeles, Lexli was on-hand to offer some of its most coveted products, including [AloeGlyC® Renewing Exfoliant](#).

Among the Lexli representatives attending the exclusive invite-only event was [Dr. Ahmed Abdullah](#), a board-certified plastic surgeon, aloe researcher, and founder/formulator of the Lexli line of products. Dr. Abdullah provided personalized skin care advice to attending celebrities, including Quinton Aaron (Michael Oher in “The Blind Side”), Deidre Hall (Marlena in “Days of Our Lives”) and Rob Edwards (writer of “The Princess and the Frog”).

“With so many options available, skin care is confusing to most people - Hollywood celebrities included,” noted Dr. Abdullah. “Whether celebrities or everyday people, I always appreciate the opportunity to give personalized skin care advice while helping to educate consumers one-on-one about skin health. This event was no exception.”

Guests received the [Lexli 30-Day Starter Kit](#), which includes each of the products in the Lexli four-step skin care regimen, as well as full-size bottles of AloeGlyC, a patented daily exfoliant

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Lexli at Academy Awards

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that features an effective pH level near that of a chemical peel. Response to Lexli's aloe-based line of skin care products was phenomenal. While many attendees have become familiar with the brand in recent months, some were experiencing Lexli for the first time.

"I'm ridiculously addicted to Lexli," said producer/actress Kristen Quintrall, who first learned about Lexli at the Emmy Awards Style Lounge. "Since I started using AloeGlyC, my face has cleared up and my skin tone has evened out."

"I just love the idea of a skin care line that is aloe-based," said actress Dawn Olivieri (Lydia on NBC's "Heroes").

The *Secret Room Events Academy Awards Style Lounge* benefitted [City of Hope](#), an NCI-designated comprehensive cancer center located outside of Los Angeles.

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Editor's Note: To request images from the event, please contact Stacey Stark at stacey.stark@stark-white.com or 414.248.3626.

LEXLI INTERNATIONAL, INC.

Founded in 1996 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®, the brand's patented and celebrated daily exfoliant, are based on real science and developed with certified organic, 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 at select spas, physician offices and salons, as well as 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.