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**ALOEGLYC® ALLOWS SKIN CARE PROFESSIONALS TO IMPROVE THE HEALTH  
OF CLIENTS' SKIN BETWEEN OFFICE VISITS**  
*Daily Exfoliant from Lexli® Maintains Benefits of Procedures*

**FARGO, N.D. (JUNE 15, 2010)** – The popularity of professional exfoliation treatments, such as dermabrasion, laser resurfacing and chemical peels, has grown significantly in recent years, fueled by an aging baby boomer population who refuses to let their face show their age. While these procedures are beneficial for their ability to improve the overall appearance of the skin, between visits, clients' skin may again show symptoms of unhealthy skin. Recognizing this challenge, [Lexli®](#) developed [AloeGlyC®](#), a daily exfoliant that features an effective pH near that of a chemical peel, something unheard of in an over-the-counter product. This is possible because the product's base of pharmaceutical-grade aloe counteracts the potential for inflammation from the presence of glycolic acid. Additionally, the aloe works to heal damaged skin.

Considered by skin care professionals to be the key to beautiful and healthy skin, exfoliation reduces layers of built-up keratin and stimulates the production of collagen, the skin's natural rejuvenation process. However, most exfoliants for at-home use fail to deliver results; those that feature "microspheres" or granules don't provide the necessary force and may actually harm the skin, while those that are chemical in makeup generally offer an effective pH that is too high to remove layers of dead skin. AloeGlyC's effective pH of 2.1 to 2.3 is approximately 10 times stronger than tretinoin, which requires a prescription and bears a pH of 3 to 4. Most over-the-counter chemical exfoliating products have a pH between 4 and 5.

"Dermabrasion, laser resurfacing and chemical peels are effective at jump starting the process of exfoliation and skin rejuvenation, however, exfoliation is something that should be done daily

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## **AloeGlyC Extends Benefits of Office Procedures**

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to deliver optimal results,” notes [Dr. Ahmed Abdullah](#), founder/formulator of Lexli and a board-certified plastic surgeon and aloe researcher. “I compare it to your teeth. You get a professional cleaning every few months but still need to brush daily to prevent cavities and keep a beautiful smile. Regular exfoliation prevents the build up of keratin, which can clog pores and leave skin with a dull appearance.”

In addition to utilizing pharmaceutical-grade aloe and glycolic acid, AloeGlyC includes antioxidants and vitamins C, A and E to protect the skin from environmental damage. Among the specific benefits the product provides are a reduction in sun spots, fine lines and wrinkles, as well as improved texture and skin clarity. Additionally, the product is proven effective in the treatment of acne and rosacea. Because AloeGlyC is unlike any other exfoliating product, it is patented.

Although the Lexli brand was introduced 14 years ago, it has only recently been made available to skin care professionals nationwide. 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. And with a 90% reorder rate, the Lexli line of aloe-based, professional skin care is proven to help businesses grow.

To learn more about Lexli, including AloeGlyC and its ability to supplement in-office procedures, visit [www.lexli.com](http://www.lexli.com) or call Lexli customer service at (877) 893-3417.

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*Editor’s Note:* To request product samples or product images, please contact Stacey Stark at [stacey.stark@stark-white.com](mailto:stacey.stark@stark-white.com).

#### **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 skin care 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 skin care 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 every day.