



**FOR IMMEDIATE RELEASE**

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**LEXLI® ACNE KIT PROVIDES SKIN CARE PROFESSIONALS WITH A  
COMPREHENSIVE TREATMENT FOR THE MULTIPLE CAUSES OF ACNE**  
*Aloe-based Acne Kit is the most potent and focused acne product available*

**FARGO, N.D. (AUGUST 31, 2010)** – After trying countless treatment products, hoping each time for an end to their condition, most acne sufferers resign themselves to the fact that blemishes and acne lesions are just a part of life. What they may not realize is that most acne products are formulated to treat the symptoms or a single cause of the condition and are, therefore, generally incapable of eliminating acne. For that reason, [Lexli](#), a line of professional, aloe-based skin care, is bringing hope to those with acneic skin. The brand's [Aloe-based Acne Treatment Kit](#) addresses each of the main causes of acne and uses clinically proven ingredients of the highest quality to not only control symptoms, but help eliminate the condition, as well.

The products in the Lexli Acne Treatment Kit work in concert to remedy four acne-causing factors, including, abnormally sticky cells that clog hair follicles as they shed; excess sebum production; elevated levels of Propionibacterium acnes, the bacteria that causes acne; and inflammation, which may lead to scarring. Most acne products are water-based. Given that the skin cannot absorb water, using it as a base only dilutes active ingredients within a formulation. Lexli products, however, feature a base of organic, pharmaceutical-grade aloe, which penetrates deep within tissue to heal damaged skin while controlling inflammation.

“Acne is one of the skin conditions for which we see the most patients in the Lexli Skin Care Clinic. Because so many acne products have either failed our clientele or caused new skin issues, such as dryness, we felt it imperative that we formulate from scratch a comprehensive treatment backed by clinical research,” notes [Dr. Ahmed Abdullah](#), founder/formulator of Lexli and a board-certified plastic surgeon and aloe researcher. “Not only does the Lexli Acne Treatment Kit effectively treat acne of all grades – from mild to severe, it also prevents long-term effects of the condition, including scarring.”

“My teenage daughter was constantly upset about her acne. She tried several treatments but never experienced a clearing of her symptoms. Instead, she tried to cover her blemishes with makeup,” said B.

-more-

## Lexli Acne Treatment Kit

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Beckett, a Lexli customer who recently shared her story with us. “After learning about Dr. Abdullah and the Lexli Acne Treatment Kit, we decided to give it a try. After just two months, what a difference! She now gets compliments on her skin.”

Products in the Lexli Acne Treatment Kit include:

- *Aloe-based Acne Cleanser*, which is designed to remove excess oil, sticky cells and impurities that clog pores and hair follicles.
- *AloeGlyC®*, the celebrated daily exfoliant that features an effective pH near that of a chemical peel.
- *Aloe-based Acne Clarifying Lotion*, which supplements the shedding of abnormally sticky cells to prevent clogged follicles while controlling Propionibacterium acnes.
- *Aloe-based Acne Moisturizer with Sunblock*, which is designed to moisturize and protect acne-prone skin from increased sun sensitivity (due to the use of AloeGlyC) while reducing inflammation – all without adding oil to the skin.

The Lexli Acne Treatment Kit may be recommended by estheticians, dermatologists and other skin care professionals to extend the benefits of in-office acne treatments, including microdermabrasion and chemical peels in between their clients’ appointments. Additionally, the products form the basis of the Lexli Acne Facial (see addendum), which begins the process of healing and eliminating acne.

Although the Lexli brand was introduced 14 years ago, it has only recently been made available to skin care professionals nationwide. 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 the Aloe-based Acne Treatment Kit, 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.



**PRESS RELEASE ADDENDUM:**  
**LEXLI ACNE FACIAL PROTOCOL**

The following facial protocol is to be utilized by estheticians or other skin care professionals to begin the healing and elimination of acne while introducing clients to use of the **Lexli Aloe-based Acne Treatment Kit**.

Cleanse

1. Turn on vaporizer and remove makeup using **Lexli Make-Up Remover**.
2. Cleanse skin using **Lexli Aloe-based Acne Cleanser**. Let the product sit on the skin for two minutes before washing off.
3. Spritz the skin with **Lexli Aloe-based Tone and Balance**.

Exfoliation/Extractions

1. Apply the mask of choice for acneic skin types.
2. Steam the face for eight minutes and remove mask.
3. Spritz the skin with **Lexli Aloe-based Tone and Balance**.
4. Evaluate the skin under magnifying glass and/or skin scope.
5. Perform extractions.

Mask

1. Apply **Lexli Aloe-based Lightening Lift** throughout face and neck, applying in an upward motion.
2. Let product sit on face for 10 to 15 minutes or until dry.
3. Remove mask with warm compresses.
4. Spritz face with **Lexli Aloe-based Tone and Balance**.

Finish

1. Apply **Lexli Aloe-based Acne Clarifying Lotion** throughout face or spot treat.
2. Apply **Lexli Aloe-based Acne Moisturizer with Sunblock**.

*\*\* Treatment Notes \*\**

- Clients should be sent home with the **Lexli Acne Treatment Kit** and instructions for usage.
- The Lexli Acne Facial may be conducted in conjunction with the masks of choice, galvanic current and/or high frequency machines, and hand treatments.
- Use of **Lexli Aloe-based Hand and Body Lotion** is recommended for supplemental arm treatments.

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