



## **This Holiday Season, Give the Gift that Keeps on Giving with Sothys**

*An Exclusive French Skin Care Brand Offers a Wide Variety of Products for a Truly Luxurious Holiday*

**New York, NY (August 21, 2007)** – An all too familiar scene: It's Christmas Day morning and all your loved ones are gathered around the tree. The element of surprise lingers in the air as rows of neatly wrapped presents stand at attention ready to be ripped into. Moments later, a disheartening "Oh, a sweater," interrupts the excitement. It's inevitable – every year, trying to find the perfect gift for that special someone is never an easy feat. This holiday, don't fall back on impersonal gift cards or fruit baskets – give the timeless gift of luxury with Sothys skin-care collection.

From moms to dads to your next door neighbor, Sothys holiday products remind us all to take a little time for self-indulgence. With more than 60 years of history, Sothys offers the latest skin care innovations with over 225 luxury products to pamper every person on your holiday wish list. Each individual product can also be mixed and matched with complimentary treatment programs at Sothys Spa locations for a lasting luxury experience. For product information and retail locations, please visit [www.sothys-usa.com](http://www.sothys-usa.com).

### ***For Mom: Casual Elegance and Style***

She raised you right: your mom has been there for every important moment in your life and now it's time to give her something she can really use: Sothys Secrets. The Prestige Skin Care line is the top of the line in anti-aging and preservation. Secrets ingredient Tex-OE® (extract of prickly pears) induces the synthesis of HSP, proteins that combat skin stress and preserve cell viability.

- **Secrets Eye Contour Care**

- o When the eyes are the window to the soul, wrinkles just cannot do. Sothys global anti-age de-stressing intensive formula of triple effect actives anti-puffiness, anti-wrinkle and anti-dark circles. Secrets Eye Contour Care is an unequalled specific care for a look as good as new. Price: \$62

### ***The Older Sister: Working Wonder Woman***

For the woman always on the go and rarely in the gym, Sothys introduces their coveted ThalassoSothys® Body Care Line offering ultra targeted formulas drawing on the inexhaustible source of natural ocean products, including algae and mineral salts.

- **Hydroptimale® THI3 Mask**

- o Constant travel and stress can leave skin looking less than supple. With the Hydroptimale® THI3 Mask, the always on-the-go girl can give herself a quick moisturizing and invigorating facial anytime. The clear mask can be applied on bare skin during long overnight flights or delays to reveal immediately freshened and hydrated skin that glows. Price: \$32

- **Active-Contour™ Tensor Gel**

- o No amount of makeup can hide how tired you are after a long flight or an all-night project. Sothys Active-Contour Tensor Gel is the closest your workaholic girlfriend will come to a full night's sleep. The global eye contour response obtained with Phytobiotech is a leading edge technology between science and nature, creating a treatment to soothe congested eyelids and smooth the eye contour, and leave you with a tense and radiant look. Price: \$35

### ***For the Man in Your Life***

Sothys Homme system is specifically designed with the needs of male skin in mind. Based on the fact that men's hormones and routine care like shaving can wreck havoc on a man's face, Sothys Homme is a dedicated system created to help men avoid becoming dependant on products made for women.



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- **Soothing After Shave Balm**

- o A soothing balm with phytomalt - a hydroglycolic complex selected from the distillation of malt from Scottish Whiskey, birch and polyphenols of mint leaves that repairs and calms razor burns caused by shaving. It leaves the skin feeling soothed, fresh, and less irritated. Price: \$ 30

- **Revitalizing Hair & Body Care**

- o For the man's man, this two-in-one hair and body product is perfect for guys who are not ready to fill their medicine cabinet with products but still need something that works. Great for guys on the go and for stashing in a gym locker, the Energizing Hair & Body Care Wash contains d-panthenol and silicones to ensure the good health of the hair and to add brilliance and is gentle enough for even the most sensitive of skin types. Price: \$27

### ***Your Best Friend: The Sun Goddess***

Wintertime leaves compulsive tanners with few realistic options. Keep your best girlfriends out of the tanning salon with Sothys ultra-formulated and natural self tanning products. Each one not only looks great, but also keeps skin looking soft and smooth – with a kiss of color.

- **Self-Tanning Hydra-Cream for the Face**

- o To keep that glow looking natural, Sothys' Self-Tanning Hydra-Cream for the Face provides a natural and uniform color unmatched by drug store competitors. Enriched with moisturizing actives, it keeps the skin soft, smooth and perfectly hydrated. Price: \$24

- **Satin Self-Tanning Body Spray**

- o The ultimate in self tanners. Experience the rich moisturizing actives, which leave the skin satin smooth and soft. Multi-position spray leaves the body glowing without streaks or missed spots. Price: \$28

### ***For the Mom-to-Be***

Even new mommies need to be pampered! During such a critical time, it is important to choose skincare products that will not harm their precious bundle of joy. Sothys offers a luxurious and necessary cream to keep new moms' skin looking as smooth as their new babies' bottoms

- **Firming Sublime Cream**

- o An intensive care cream enriched in restructuring actives that contribute to restore skin's elasticity and its firmness thanks to actives that stimulate the collagen synthesis. It provides key anti-stretch marks action and has a luscious texture, proving to be a pleasure renewed everyday as skin is visibly more and more firm. Price: \$52

### ***The Little Sister: Every "It Girls" Dream***

You know you have one: she needs to be the first on the block with the newest clothes, bags and makeup. Give her something to truly cherish from Sothys – the brand defining style for decades.

- **Desquacrem**

- o Few products can claim to be an all-in-one necessity like Sothys Desquacrem. Clarifying and astringent active ingredients to help eliminate persistent deep impurities – including sebum trapped in skin follicle - creates a radiant complexion. Price: \$29



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### ***For Your Co-Worker: Super Secret Santa***

For many, luxury does come at a price. Thankfully, Sothys offers great everyday essentials at reasonable prices for everyone's budget. From the perfect hand cream for the office to a protective and nourishing cream for cold winter days – Sothys offers the necessities at affordable price points.

- **Velvet Hand Cream**

- o The ultimate necessity in everyone's purse or on their desk, hand cream is the quintessential remedy and go-to product when all else fails. From saving a chapped handshake before a big meeting to helping heal raw elbows during cold outdoor events, Sothys rich hand cream passes the test. A light and unctuous cream, rich in Eau Thermale Spa™ which stimulates cellular functions, quenches and stimulates the epidermis for softer, more protected skin. Price: \$16

- **Hydra Nourishing Body Lotion**

- o For the coldest of weather, Sothys introduced products created specifically for the season in which their needed most. A nourishing and moisturizing cream, Sothys Rich Nourishing Cream provides elevated comfort with the hydrating properties of shea butter. Price: \$32

### ***About Sothys***

In 1946, Sothys was a beauty institute in Paris, where a list of exclusive customers enjoyed fine French products created by Dr. Hotz, a medical biologist. Sothys was acquired by the Mas family in 1966 and chairman Bernard Mas decided to add to the beautiful Sothys range and increase its availability. By 1970 Sothys had entered the United States market under the direction of esthetician Christian Garces. Sothys became an instant hit for estheticians looking for a professional, results-oriented product line. Over two decades later, it continues to be the forerunner in an extremely demanding industry. Much of Sothys' success is due to its focus on education. Not content to simply sell its products, Sothys offers continuous, complementary education to estheticians and therapists who want to learn not just about the products, but about the industry in general. At the Sothys Institute in Miami, and at regional Sothys offices across the Nation, classes are offered, with topics ranging from hands-on body workshops to cosmetic chemistry. For more information, please visit [www.sothys-usa.com](http://www.sothys-usa.com).

### ***About L'Institut Sothys New York***

Like its sister spa in Paris, L'Institut Sothys New York offers the quintessential French spa experience. Nestled among the busy streets of Midtown Manhattan, Sothys' goal is to create a safe and nurturing environment where each person can feel comfortable in their own skin. From their signature facials and digi-esthetique massage methods to their full concierge and express services, L'Institut Sothys New York strives to address every skin and body care need. The spa houses 10 treatment rooms and is the only comprehensive retail center in the United States that carries the entire range of Sothys products including facial care, body care, sun care, makeup and specialty treatments.

More than 20 Sothys signature treatments are available at the spa, including the exclusive Institute Treatments which sets Sothys apart from other leaders in the industry. The spa aestheticians are trained by aestheticians from the Sothys Institut de Beaute in Paris and are the ultimate experts in the Sothys technique, giving the New York spa the utmost authenticity. For more information, please visit [www.sothyspa.com](http://www.sothyspa.com).

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