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HOT MAMA FROM HEAD TO TOE!

*BELLI DELIVERS EXCLUSIVE TERATOLOGY-SCREENED PRODUCTS
FOR MOMS AND BABIES*

www.belliskincare.com

New York, NY (April 29, 2008) – Despite the joy and anticipation of bringing a new life into the world, pregnancy can make you feel downright drab. Besides carrying all that extra baby weight (you're eating for two remember?), your appearance takes a hit in lots of other ways. The brew of hormones your body has cooked up to promote your baby's growth can wreak havoc with your complexion – and it doesn't get any better post-pregnancy either. It's only natural that you'd want a total skin makeover to get back your beautiful glow. But could that cream or exfoliator be risky to your new baby? Unfortunately, it's not always clear if a product or treatment is baby-safe.

Belli introduces the world's safest skincare line available to address the specific issues of pregnant women, new moms and babies. Known for the unmatched safety screening practices it applies to the development of products, Belli is recommended by leading obstetricians across the country. All products incorporate the best and nontoxic ingredients from science and nature with the benefits of aromatherapy and massage therapy for a holistic wellness approach.

Founded in 2002 by doctor and mom team Jason and Annette Rubin, Belli skincare products are researched and carefully tested while undergoing extensive teratology screening, the study of chemicals that are harmful to the developing fetus. Additionally, every product is allergy tested and free of dyes and parabens. To reach its higher pregnancy standards, the company consults with a panel of health-care experts and researchers, which includes physicians, chemists, nurses, aestheticians, doulas and prenatal massage therapists. Belli's collections support expectant and new mothers through this changing time by providing soothing, balanced skin products that pamper and protect: **Belli Pregnancy**, **Belli Motherhood** and **Belli Baby**. Each luxurious product line addresses the specific needs of each stage, with thoughtful attention to the safest formulations.

"At Belli, we are not content to simply sell products, we want to provide education for our consumers," says **Annette Rubin, Founder and President of Belli**. "From creation to roll-out, our focus is always on safety and results. We are dedicated to creating the best professional skin care products in the world."

"70% of birth defects are a result of unknown agents, and it is startling that so many women use products that have not gone through safety pre and postnatal screening process," adds **Jason Rubin, M.D., Founding Physician and Medical Director of Belli**. "Pregnancy and new motherhood is a time when women go through an enormous amount of change; and we are committed to offering them a product with an unprecedented safety standard that offers pampered protection."

Below is just a sampling of the Belli top sellers. To view the entire collection, please visit
www.belliskincare.com



GLOW FOR IT!

Belli Pregnancy. Indulge and soothe your skin with our luxurious formulations, created specially for pregnant mothers. Ease your mind with the knowledge that Belli helps promote safe pregnancies, guarding against birth defects by eliminating harmful ingredients. Because that's what Belli is all about: pampered protection.

- **Acne Clearing Facial Wash.** An exfoliating wash; rich in powerful acne-ridding ingredients that leaves skin clear and refined, without over-drying. The safest acne solution for pregnancy, Belli Acne Clearing Facial Wash uses hydroxyacid to lift away dirt, oil and bacteria, promoting clean and blemish-free skin. Belli's breakthrough formulation is the first to safely address pregnancy-related acne using lactic acid – an ingredient that is naturally found in the body. *Retail cost: \$22*
- **Elasticity Belly Oil.** This Belli signature product and cult favorite is a luxurious blend of medically researched ingredients that helps protect against stretchmarks. Features Gotu Kola Extract, Vitamin E and Collagen Hydrolysates. Lavender and sweet almond oil soothe and calm the senses and help skin stretch without damage. *Retail cost: \$42*
- **Skin Smoothing Body Exfoliator.** A luxurious blend of medically-researched ingredients that helps protect against stretchmarks. Features Gotu Kola Extract, Vitamin E and Collagen Hydrolysates and lavender and sweet almond oil soothe to calm, nourish and moisturize. *Retail cost: \$24*
- **All Day Moisture Body Lotion.** Deeply moisturizes, comforts and soothes dry, itchy skin. Features the essential oil of lemon, which is known for its uplifting qualities and aroma-therapeutic ability to calm upset stomachs. Chamomile softens and refreshes. *Retail cost: \$25*
- **Foot Relief Cream.** An aroma-therapeutic, anti-bacterial, moisturizing massage treatment that comforts swollen, tired feet and relieves calf cramps. Features peppermint, tea tree oil and shea butter to leave skin feeling cool and refreshed. *Retail cost: \$18*



THE SKINNY ON STRETCHMARKS (AND MORE)

Belli Motherhood. Pamper Yourself! As your body recovers from childbirth, Belli Motherhood helps ease the transition into healthy, preventative, long-term skin care routines while continuing the company's signature screening standard of all ingredients through the National Library of Medicine's LACTMED database to help new mothers avoid harmful chemicals while breastfeeding.

- **Stretchmark Minimizing Cream.** A healing skin reparative treatment specifically formulated to decrease the appearance of existing stretchmarks. Features darutoside and registril – ingredients shown in independent clinical trials to be effective on stretch marks of any age or from any cause. *Retail cost: \$52*
- **Body Firming Serum.** This multi-vitamin for the skin is formulated to lift, restore and repair and nourish slackened skin. *Retail cost: \$34*
- **Pure Comfort Nursing Cream.** This medical-grade hypoallergenic lanolin balm soothes and mends. It forms a protective barrier that locks in moisture and prevents outside irritants from causing further discomfort. Can also be used a lip balm or as an aide to chapped skin. *Retail cost: \$12*
- **Surgical Scar Reducer.** This dermatologist-recommended solution helps moms reclaim bikini lines from c-section scars and other surgical incisions. Silicone gel is shown in medical research to decrease the appearance of surgical incisions and is safe for daily use because it is not absorbed through the skin. *Retail cost: \$34*

BABY TALK

Belli Baby. The safest cleansing and pampering for a baby's delicate skin. Every product is screened for hormones that interfere with the normal development of the reproductive system.

- **Nourish Me Enriched Body Cream.** This pure and gentle hydrating cream features the essential oil of chamomile to soften and soothe. *Retail cost: \$19*
- **Pamper Me Talc-Free Powder.** A soft and absorbent powder that features all natural ingredients to keep baby's skin dry and protect from rash and irritation. *Retail cost: \$14*
- **Protect Me Diaper Rash Cream.** Gentle and soothing therapy for baby's sensitive skin. Treats chafed skin and protects it from wetness. This pH-balanced balm helps heal existing rashes, while protecting against future irritation. *Retail cost: \$12*

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SAY SPAAAAA!

Belli introduces its exclusive Belli Spa treatments at luxurious spas nationwide. Belli has developed a unique offering of professional spa services for all the collections – Pregnancy, Motherhood and even Baby. From their signature massages and facials and body treatments Belli strives to address every skin and body care need.

About Belli (www.belliskincare.com)

Founded by Jason Rubin MD and Annette Rubin in 2002, Belli offers a total wellness approach by offering products that feature the pampering benefits of aromatherapy and massage therapy with the heightened screening of a medical company. Belli products are sold at national retailers including Pottery Barn Kids, Mother Works, baby/maternity boutiques, fine spas, and a growing number of physician offices. The entire line can be found on belliskincare.com, along with helpful educational articles that teach women about the skin care concerns of pregnancy, motherhood, and infancy.

If you would like to speak with Annette or Dr. Jason Rubin or to request Belli product samples and images, please contact Christina Halper/Christina@kmrpr.com and Jacqueline Agosta/Jacqueline@kmrpr.com at (212)213-6444.