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GIRL-TALK: Dermalogica Scoops Consumer Kudos



Healthy skin today is viewed as a requirement by glamour-driven *fashionistas* as well as by consumers who take a more holistic view of wellness. The latest proof: **Dermalogica's** recent awards from **SHECKY'S** and **cosmoGIRL!** magazine.



SHECKY's – and the coolhunting “Shecky's Girls” who are its constituency—has for a decade been considered New York's most definitive authority on shopping trends. Recently, Claudia Chan, President of Shecky's Media Inc., selected Power Rich™, Dermalogica's highly active treatment product for mature skin, as the “Best Wonder Product of 2008.” In October, the product was showcased at Shecky's 4th Annual “Beauty At Its Best” Pavilion in New York City.

Perhaps reflecting the heightened awareness of the need for sun-protection early in life, thousands of cosmoGIRL! readers selected Dermalogica Super Sensitive FaceBlock SPF30 in the “Favorite Sunscreen” category, honoring the product with the magazine's “Kiss of Approval” Award. Echoing this reader support, the magazine reported that **Gossip Girl** star Leighton Meister

named this non-irritating sunscreen from the Daylight Defense line one of her “must-haves”.

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