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**4ME Adaptable Potency™ Skincare System  
empowers consumers to create their own personalized skincare solutions**

*Revolutionary system will change users' perceptions of and expectations for skincare products*

FORT WAYNE, IND. (April 13, 2009) – For years, consumers have settled for off-the-shelf, one-size-fits-all skincare products. But the 4ME Adaptable Potency™ Skincare System—available at 4MEskincare.com—is poised to change that.

This revolutionary system opens a new world of skincare options for users, giving them the ability to “adapt,” or personalize, their skincare regime in seconds, according to their age, lifestyle, skin type and skin concerns.

**The story behind 4ME**

“4ME is the result of my years of searching for a solution to my own skin condition,” said company founder Lesley Sears, a former TV reporter turned entrepreneur.

Lesley spent years trying to treat her rosacea through conventional medical routes, only to find it progressing to a more serious stage. In desperation, she began investigating natural actives. Although she found several actives to help, no single product contained everything she needed. “In my frustration, I asked, ‘*Why aren't personal care products personalized to consumers who'll be using them?*’”

4ME is the culmination of Lesley's years of research, work with cosmetic chemists, hundreds of customer consultations and search for the most effective skincare actives.

**4ME at a glance**

The 4ME product line includes 5 basic products—a moisturizer, a vitamin serum, a toner and 2 types of cleansers—along with 13 potency boosters. The pre-dosed boosters are pure active complexes that address a range of skincare issues. Each 6-gram booster contains product concentrations rivaling what's available today.

To blend, users simply take their basic products, add up to 2 of the potency boosters, and stir or shake, depending on the product. Up to 915 product combinations are possible with 4ME, an unprecedented level of personalization.

“In addition to being highly effective, I wanted 4ME to be easy and fun to use,” said Sears. As such, she named the boosters after the exact skin concerns they address—such as 40-Something Anti-Aging, Hydration Plus, Redness Reducer or Oil Normalizer—so selection is a cinch.

Quality ingredients also distinguish the 4ME line. Combining the best of nature and science, 4ME contains the freshest, most natural or certified organic active ingredients along with the most cutting-edge actives. The products are free from harmful chemicals, parabens, alcohols, mineral oil, petroleum byproducts and toxins.

### **The trend toward personalization**

The launch of the 4ME Adaptable Potency™ Skincare System comes at an opportune time, playing into the current proliferation of personalization.

The International Spa Association, for example, forecasts customization as one of 2009’s hottest trends. And in “The Store of YOU” from *U.S. News & World Report* (10/27/08 issue), author Kimberly Palmer chronicles how consumers are receiving personalization in a cross-section of industries: custom sneakers, M&M’s, wine, clothing, jewelry, credit cards and more.

Consumers can purchase the 4ME Adaptable Potency™ Skincare System at [4MEskincare.com](http://4MEskincare.com) and soon in fine salons everywhere.

### **About 4ME Adaptable Potency™ Skincare System**

The 4ME Adaptable Potency™ Skincare System empowers users to “adapt,” or personalize, their skincare regime in seconds, according to their age, lifestyle, skin type and skin concerns. 4ME is the inaugural product of Bioceutical Brands. To learn more, visit [4MEskincare.com](http://4MEskincare.com).

### **About Bioceutical Brands**

Bioceutical Brands is a privately owned developer of the most effective, groundbreaking personal care products and brand systems available for consumers. Bioceutical Brands combines the purest that nature affords with the latest and greatest that science delivers. To learn more, visit [bioceuticalbrands.com](http://bioceuticalbrands.com).

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**Editor’s Note:** Product descriptions, photos, pricing and founder’s bio are available at [4MEskincare.com/press](http://4MEskincare.com/press).