



The World's Smallest Esthetician

MyChelle Introduces MyChelle Pocket Esthetician App

Office appointments are so 20th Century. MyChelle Dermaceuticals is revolutionizing skin care with the introduction of a breakthrough technology that provides access to an esthetician anytime, anywhere.

Anyone with an iPhone 4®, iChat® or Skype can now download a free app from iTunes and schedule an appointment for a 30-minute consultation with one of MyChelle Dermaceuticals' licensed estheticians between 9:00am and 5:00pm Mountain Standard Time Monday through Friday. The direct, interactive link is an unrivaled source to skin enthusiasts anywhere in the world.

This first-of-its-kind software offers a personalized skin care analysis and product recommendations based on high resolution images of your skin type and a FaceTime™ discussion of individual skin concerns. Whether you have concerns about aging, acne, pigmentation, sun protection or more, MyChelle's expert team is on-hand to provide professional, effective treatment and skin care recommendations with a custom selection of pure, clean MyChelle Dermaceuticals products. The MyChelle collection is blended with balanced, dermatological-grade ingredients that are highly effective and produce visible, measurable results, *naturally*.

“The launch of the MyChelle Pocket Esthetician iPhone application solidifies our dedication to increased personalized service to our retailers and consumers,” said Kristine Carey, Vice President of Marketing. “With this mobile app, retailers have the opportunity to interact with consumers on-site by discussing recommendations provided by a MyChelle Skin Care expert via an iPhone4. The retailer can push for immediate sales by placing customized orders directly through the application. Consumers also have the ability to get personalized advice from the comfort of their home with direct access to a MyChelle skin care expert via Skype, iChat or FaceTime™. Creating this strong connection to the retailer and the consumer is an essential building block of MyChelle's continued commitment to providing custom, effective skin care regimens with visible results.”

Bringing skin care into the 21st Century, MyChelle Dermaceuticals connects with consumers on an individual, meaningful level to ensure the most compelling and beautiful results.

About MyChelle Dermaceuticals

The core values of MyChelle Dermaceuticals center on its purity, commitment to safe and effective products and dedication to sourcing unique plant-based ingredients to deliver beautiful, healthy skin. The frontrunner in bioactive beauty, MyChelle creates potent, nontoxic skin care products that blend natural, dermatological-grade and bioactive ingredients with the most modern, clean technology for guaranteed visible results. Founded in 2000, MyChelle offers a full line of highly therapeutic cleansers, treatments, serums, toners, nourishing creams, sun protection, men's products and body care. MyChelle continues to balance, nourish and restore skin helping people celebrate the radiance within. Available in natural products stores nationwide, for more information visit www.mychelle.com and become a fan on [Facebook](#).

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