



FOR IMMEDIATE RELEASE

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**SKIN 2 SKIN CARE™ DONATES
TO THE WORLD SKIN PROJECT TO
RAISE SKIN CANCER AWARENESS**

Palm Springs, CA – May 2010 – May marks Skin Cancer Awareness Month and **Skin 2 Skin Care™**, a collection of organic skincare options for both men and women, is partnering up with The World Skin Project to raise awareness on this far too common cancer.

“One in five Americans will develop skin cancer in their lifetime,” said Skin 2 Skin Care founder, Ken Simpson. “That is why we want to give back to an organization that will help educate the public on the risks of sun exposure.”

From May 1 – May 31 Skin 2 Skin Care will donate 10% of their website sales of their **Organic Anti-Photoaging SPF 30** to the World Skin Project, an organization that works to reduce the occurrence of skin cancer through the promotion of early detection, prevention and awareness.

Protect yourself and know that your purchase is going back to a charity that will save lives by purchasing Skin 2 Skin Care’s Organic Anti-Photoaging SPF 30 during the month of May. Available in 3 tints – Light Tint, Tan and Dark Neutral – this organic SPF works to protect delicate skin from excessive damage and burns that can ultimately lead to premature skin aging and certain cancers.

Garnering the powers of Zinc Oxide and Titanium Dioxide as effective sunscreen agents, this SPF also uses skin-nourishing certified organic extracts to soothe, cool and calm, including: Green Tea, Aloe Vera, Jojoba Oil and White Tea. Organic Anti-Photoaging SPF 30 should be applied daily on the face and neck.

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Organic Anti-Photoaging SPF 30 has a suggested retail price of \$68.

For more information on Skin 2 Skin Care, visit www.skin2skincare.com.

About The World Skin Project:

Dedicated to reducing the occurrence of skin cancer through the promotion of early detection, prevention and awareness, The World Skin Project focuses on educating the public on the risks associated with unprotected exposure to UVA/UVB sunlight rays.

About Skin 2 Skin™:

Sharing the future of advanced, anti-aging skin care technology, Skin 2 Skin Care products are specifically designed using only the finest all-natural, certified organic extracts, anti-aging peptides and dermatologist-recommended Alpha Lipoic Acid. Each product in the collection uses paraben-free, replenishable green ingredients to repair existing skin damage and prevent future damage, providing an effective alternative to invasive and costly procedures. Beauty at any age is beauty™.

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