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## StriVectin® Introduces One of a Kind Skin Health Analysis Experience

An Exclusive Partnership with mySkin® Allows StriVectin to Bring Comprehensive Skincare Knowledge to Consumers at Retail



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NEW YORK, April 23, 2015 /PRNewswire/ -- Committed to bringing cutting-edge technology to consumers in all forms, **StriVectin®** announces a new solution for navigating the overwhelming skincare selection experience via a partnership with mySkin®, a leader in skin imaging technology. For the first time at retail, the pioneer in clinical anti-aging skin care introduces the StriVectin Transdermal Skin Analysis featuring dermograph™, a diagnostic tool giving consumers a holistic understanding of their own skin's needs.

The innovative (and non-invasive) dermograph™ is a hand-held device designed to objectively measure overall skin health. Its exclusive measurement tool is the only system to analyze all five key variables that determine skin condition: moisture, texture, luminosity, discoloration and elasticity/firmness. Using a safe, proprietary light source, the device is the only one of its kind able to illuminate and measure two millimeters below the skin surface, generating a scientific analysis that is translated into an easily digestible report.

In just 10 minutes, each consumer will gain an accurate understanding of his or her unique skin health compared to others in their specific age range—an evaluation technique exclusive to the dermograph™. A unique, personalized product recommendation is created as a prescriptive solution to address their specific skincare concerns.

"We are thrilled to be the first brand to offer this amazing technology to consumers at a retail level. With the help of mySkin's dermograph, consumers will really be able to understand their skin and what they can do to help it. The skincare landscape is complicated, and we understand that it can be hard for consumers to navigate. What was once only found at doctors' offices and industry events is now available at point of sale—during the shopping experience," said JuE Wong, Chief Executive Officer of StriVectin.

The StriVectin Transdermal Skin Analysis featuring dermograph™ will be offered at various StriVectin retailer events in both the U.S. and Canada, beginning April 2015. To find an event where the Skin Analysis will be available, please visit

<http://www.strivectin.com/storelocator>.

### About StriVectin®

StriVectin® is the largest independent prestige skin care company, focusing on clinical anti-aging skin care. Backed by science and rigorous clinical validation, StriVectin is at the forefront of skin care technology and product innovation. Often credited with starting the clinical cosmeceutical skin care category, its revolutionary wrinkle-fighter StriVectin SD Advanced™ Intensive Concentrate is a best-seller. StriVectin products are sold through department stores and specialty retailers in North America, Europe, the Middle East and Asia. The company maintains corporate offices in New York, NY. For more information, visit [strivectin.com](http://strivectin.com)

### About mySkin®

mySkin's dermograph™ is the world's first transdermal skin consultation system that analyzes skin along various dimensions like moisture, texture, elasticity, luminosity, and discoloration, all of which indicate the overall health of skin and are variables nearly impossible to measure with the naked eye or from simple photography.

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