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FOR IMMEDIATE RELEASE

BEAUTY MAVENS GIVEN A TASTE OF REVOLUTIONARY NEW ACNE PRODUCT:

Frutels Gummy Vitamins For Acne Now Sold in All Ricky's NYC Retail Stores

New York, NY—November 27, 2006—Teens and other acne sufferers, tired of topical creams and cleansers promising that ever-elusive Hollywood skin, can now purchase a radically different skincare product to fight their acne. Frutels, the first-ever gummy vitamin for acne, are now available in all Ricky's NYC stores, providing Ricky's "diverse, almost cult-like following of clientele" in Manhattan, East Hampton and South Beach with something new and effective for their acne.

A revolutionary new theory about acne is behind Frutels gummy vitamins. Most acne products adhere to the view that acne is exclusively an external problem of the skin—they believe that the problem of acne starts and stops with clogged sebaceous glands. Recent thought about skincare is bucking this trend, including Dr. Nicholas V. Perricone's *New York Times* #1 Bestselling book *The Perricone Prescription*.

The new theory about healthy skin holds that acne begins on the inside with dietary deficiencies, hormonal fluctuations and stress. Acne is merely the external sign of these internal problems. Frutels is the first ever product to include a full spectrum of vitamins and minerals targeted at these root causes of acne. In a gummy candy form, Frutels is easier to swallow than Perricone's prescription mega-list of supplements.

Frutels costs \$5.99 for a normal week's supply. It has been independently tested and proven to be effective in 73% of the people who ate 2-4 Frutels per day. Individuals should see results within a week of eating Frutels. Research contributing to the development of Frutels was published in journals such as the *Cochrane Review*, the *American Journal of Clinical Nutrition*, *Clinical Medicine*, the *British Journal of Dermatology*, and *Lancet*, among others.

Fashionistas and beauty mavens are invited to join the skincare revolution by buying Frutels in all Ricky's NYC stores, starting Monday, November 27. And that equals a lot of beautiful skin! Frutels will be doing in-store promotions at select retail locations in Manhattan, so look for us in the Ricky's NYC store near you. Frutels can always be bought online at www.Frutels.com, www.Amazon.com and www.Ebay.com.

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If you'd like more information about this topic or to schedule an interview with Ellie Sawits, founder and CEO of Frutels, LLC, call Chris Chitty at (773) 474-1887 or email us at marketing@frutels.com.