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Contact: Lorene Cowan 917.860.2314
lorene@sepiaskincare.com

Jasmin O'Neal 347.210.0304
pr@sepiaskincare.com

Sepia Skincare Announces Launch of its online boutique

NEW YORK, NY—November 2nd 2006— On the heels of a star-studded premiere event, Sepia Skincare, a new online skincare retailer targeting young professionals, officially launched their products' website on November 1st. The event was sponsored in conjunction with The Professionals Network Organization's (TPNO) monthly NY Social Exchange event. The event honored WOR-TV Brenda Blackmon and NYC Comptroller William Thomson, to name a few. Last month, Sepia skincare launched their product line for distribution on October 5th honoring media mogul Sean "P Diddy" Combs, WABC-TV Sade Baderinwa, and NYPD Police Commissioner Raymond Kelly.

Sepia Skincare launched its full-service online store, www.sepiaskincare.com to offer an array of natural beauty products that are infused with shea butter. It is one of the few companies where products are still painstakingly made and packaged by hand. In a consumer market saturated with an array of beauty products, the online skincare retailer plans to redefine the standards of beauty with a focus on wellness and health *first*—which its founder Lorene Cowan says, “begins with a total maintenance of self”.

Sepia Skincare carries an expansive line of all natural, hand-crafted products including body butters, lotions and soufflés—all of which are being manufactured domestically and designed to keep the skin soft, supple and healthy. “Sending Sepia Skin Care products as corporate gifts not only impressed our existing customers, it got the attention of our potential customers,” says Conchita Tucker, the General Manager of Tucker Technology.

Sepia Skincare may be the “new kid on the block” as far as online retailers would have it, but Cowan says “this skincare line is driven by a generation taking ownership of not only their beauty, but of their well being”. Cowan also sees the importance of setting an example for young professionals. To distinguish the line one step ahead of other distributors, www.sepiaskincare.com will also support organizations that help young entrepreneurs launch new companies. For more information on Sepia Skincare and its array of beauty products as well as events, please visit www.sepiaskincare.com or send your inquiry to pr@sepiaskincare.com.

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