

RCPharma Launches Skin Benefits™ Skin Care Solutions in February 2010

Successful international line of skin care products freshly reformulated and repackaged for the Americas with natural plant extracts and botanicals delivered at a value price point. Sterling, VA -- Skin Benefits™, an international brand of value-priced skin care and beauty products distributed exclusively by RCPharma in the Americas, was introduced in 2009 at the HBA Global Expo in New York City, ECRM West in Las Vegas and PLMA in Chicago. The Skin Benefits line of 6 skus have received an excellent response from all attendees at each event. The line will officially launch and is currently ready for sale for end of February 2010 delivery.

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ECRM West - Suite 9217 Las Vegas, Oct 26-27

RCPharma Launches Skin Benefits™ Skin Care Solutions

Successful international line freshly reformulated and repackaged for the Americas; Skin care products formulated with quality, natural plant extracts and botanicals at a value price point. Sterling, Va -- Skin Benefits™, an international brand of value-priced skin care and beauty products distributed exclusively by RCPharma in the Americas, was introduced recently at the HBA Global Expo in New York City. The Expo took place from September 15-18 at the Javits Convention Center. The line received an excellent response from attendees with hundreds of visits to the booth. From October 25 through the 27th, Skin Benefits will exhibit at ECRM West taking place at the Palms Casino Resort in Las Vegas where retailers and brokers are in attendance. In just one month after its official debut, Skin Benefits received some "star power" at Billboard Magazine's 4th Annual Women in Music Awards held in New York City. Skin Benefits Green Tea Eye Pads was one of the products in the celebrity VIP gift bags and had solo exposure as the only product distributed as a leave behind at the event that the country's hottest music legends attended. For example Lady Gaga was recognized as best new artist and Beyonce was Billboards' Woman of the Year.



Beyonce Knowles Awards Gift Bag - Skin-Benefits in center



. Skin-Benefits Samples Ron Czerniec, CEO . .

Background on Skin Benefits

Featuring herbal and botanical ingredients in paraben-free formulations made from natural plant extracts and packaged in at least 80% recycled paper, the Skin Benefits line includes a wide variety of skin care solutions at a very affordable price point. The line -- initially consisting of six products for launch in the Americas and more to follow including an organic cosmetic line -- has been completely redesigned, repackaged and reformulated for the U.S. market and will retail for under \$10 each. These quality products - with a strong consumer value proposition - are at the core of the brand's retail strategy. This same redesign and packaging will be released in the UK and around the world creating one brand with a consistent identity by the end of the year.

Skin Benefits has also undergone a complete overhaul for a more attractive, contemporary look that more effectively reflects its natural formulations and healthy benefits while capturing the fresh and wholesome essence of the skin care line. In addition, the product line is not tested on animals. Boasting the tagline "All about your Natural Beauty," Skin Benefits brings together the perfect combination of product and price point: a quality, natural line made from herbal and botanical extracts at a price that is in sync with these challenging economic times.

The U.S. launch includes the following Skin Benefits products:



Skin Benefits Revitalizing Green Tea Eye Pads - Skin Benefits Green Tea Eye Pads with the antioxidant properties of Green Tea are the perfect treat after a long, tiring day or late night. Simply apply these relaxing pre-moistened pads for 10-15 minutes and immediately feel the benefits of rejuvenating natural extracts including Green Tea, Vitamin E and Aloe Vera. This gentle combination helps to relieve stress, reduce puffiness and dark circles and revitalize tired eyes. The eye pads are packaged in a resealable sachet. 10 pads (5 pairs) per pack.

Skin Benefits Cooling Cucumber Eye Pads - Formulated with a soothing combination of Cucumber, Vitamin E and Aloe Vera, these eye pads soothe tired eyes and help reduce puffiness. These lightly scented pads - in the shape of a cucumber slice - are a mini spa treatment and very soothing. The eye pads are packaged in a resealable sachet. The rejuvenating natural extracts reduce the appearance of dark circles. 10 pads (5 pairs) per pack.

Skin Benefits Anti-Wrinkle Neck Gel Patches - New Intensive Hydro-Gel Delivery System with Vitamins A&E, Green Tea and Ginseng helps reduce the appearance of wrinkles and fine lines around the neck area. Skin will be revitalized after just one use, and remain toned and beautiful when used regularly (once or twice per week). 2 neck gel patches per pack.

Skin Benefits Anti-Wrinkle Under Eye Gel Patches - Soothing new intensive Hydro-Gel Delivery System with Vitamins A&E, Green Tea and Ginseng is specially formulated to effectively re-balance the skin's natural moisture level and reduce the appearance of wrinkles, fine lines, puffiness and dark circles. This non-irritating and soothing formula is available in 8 gel patches (four pairs) per pack.

Skin Benefits Deep Cleansing Nose Pore Strips - This one-step cleansing treatment is especially designed to gently and effectively deep clean blocked pores and lift away unwanted blackheads while purifying the skin with tea tree oil and witch hazel. 6 strips per pack

Skin Benefits Deep Cleansing Chin or Forehead Pore Strips - Formulated with tea tree oil and witch hazel, this one-step cleansing treatment is especially designed to instantly clean blocked pores and remove blackheads, while purifying the skin. 6 strips retails per pack.

"There are tremendous opportunities for a value-priced brand of natural skin and beauty products," said Ronald Czerniec, CEO and founder, RCPharma, based in Sterling, VA. "The Skin Benefits brand has a proven track record of success in the UK, Canada, Australia, Holland, Greece, Sweden, South Africa, Asia Pacific, Latvia and other international markets, and we have initially selected the best-sellers that are most appropriate for the U.S. market. These products deliver on performance at an exceptional value for the U.S. marketplace."

The updated line first debuted at BeautyWorld Middle East in Dubai this past June with tremendous response from retailers and consumers and will also be shown at the Cosmabelleza Expo in Barcelona, Spain in February 2010.

According to market research firm Mintel International, many women have a deep emotional tie to their appearance and view cosmetics as a non-negotiable purchase, even in a down economy. They may trade down in other aspects of their buying habits but insist on continuing to treat themselves to small, feel-good luxuries like makeup and beauty products. Another area expected to weather the recession is anti-aging beauty, where Mintel expects sales to increase 20% over the next five years. "Women traditionally look at their skin care and beauty regime as a small luxury they will not give up, but they often tends to trade down from more high-priced brands. That's why we believe Skin Benefits is perfectly positioned in the U.S. market as an effective skin care solutions line at a very affordable price for multiple demographics."

Distribution Strategy

The line plans a multi-channel distribution strategy, kicking off with a dedicated e-commerce site (www.Skin-Benefits.com) starting in January 2010. Availability through retail channels is also planned, and the company is actively seeking U.S. retailers to carry a line that has already found a home in drug, mass, and specialty chains in other parts of the world. The line will be supported by a range of sales promotions, sampling, an aggressive national publicity push, and a strong social media presence on MySpace, Facebook, YouTube and others. From a brand marketing perspective, Skin Benefits will engage in a diverse mix of online social media platforms, such as blogs, Twitter and on-line consumer promotions.

The Skin Benefits line will be available from Skin Benefits International, a newly formed global company and collaborative partnership between three companies: RCPharma, LLC in the U.S.; The Core Business plc in the UK, and Najd Trading Company in Saudi Arabia. The companies recognized that by combining their intellectual capital, 100+ years of experience, vast network of contacts and established distribution channels, they could quickly and effectively drive revenue growth in the international marketplace.

About RCPharma, LLC

RCPharma, LLC is a privately held company founded in 2008 by entrepreneur Ronald Czerniec to provide private-label OTC medications, supplements and branded HBC products. He brings over 27 years of executive and financial management experience to this new venture and spent 25 of those years with startups, new companies, acquisitions and joint operating agreements helping guide them from their start up or the merger phase to successful and large companies. As part of its natural evolution, RCPharma has seized opportunities and acted quickly to expand its business to become the exclusive distributor of the Skin Benefits line of face care and beauty products in the U.S. and Latin America. Skin Benefits is available in coordination with RCPharma's international partner, The Core Business (<http://www.thecorebusiness.co.uk/>).

To learn more about Skin Benefits, or for a complete list of products and pricing, visit www.Skin-Benefits.com.

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