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Maxwell's Apothecary Announces Revolutionary Line of Skin Care Products for Men

Comprehensive Skin Care Line Addresses the Need For Natural and Effective Skin Care Solutions for Men

Washington, DC — August 3rd, 2000 — *Are men the new women?* Men's fashion sense and grooming habits certainly have changed dramatically since the days of a hot shave and a shoe shine. The men's skin care market alone has grown significantly in the past decade. According to DataMonitor, sales of men's skin care products were the fastest growing segment of the personal care market in 2001 with a 33% rise in sales. To meet this increased demand, shaving and skin care products for men have evolved from basic creams and ingredients to more enhanced lotions and solutions that offer a range of benefits and treatments.

Maxwell's Apothecary addresses this need for a more comprehensive, specialized skin care product for men with its **Face, Body** and **Shave** line. "The product line has been designed to treat every issue a man may encounter in his grooming ritual" says Director of Marketing, Donald Hayden. "In addition, our use of some of the finest, all-natural ingredients and botanicals creates a uniquely effective product that specifically addresses skin care issues exclusive to a man's skin."

A harsh environment, stress, age, shaving and athletics all can do harm to a man's skin. Maxwell's exclusive formulations treat these common abuses leaving a healthier, more youthful appearance. Each product has been carefully formulated to ensure optimum results with ingredients, fragrances and packaging that will appeal to the masculine mindset and a man's skin care needs.

Maxwell's Apothecary is dedicated to providing the highest quality skin care products to its discerning male clientele. Our products have been designed to maximize the healing, replenishing properties of nature and the restorative, therapeutic properties of science. We use only the premium, all-natural ingredients in our products, combining potent healing herbs, aromatic plants, pharmaceutical solutions and medicinal knowledge to create one of the finest lines of skin care available exclusively for men. Our innovative products are available at specialty stores, fine salons, online at www.maxwellsonline.com or by calling **800-430-8781**.

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For more information, press only:

(Kelly Harrison), (703-796-6805), (kharrison@maxwellsonline.com)

For more information on Maxwell's Apothecary:

info@maxwellsonline.com