



**HEALTHY SKIN IS IN!  
SKINFIX LAUNCHES NATURAL FACIAL SKINCARE COLLECTION  
EXCLUSIVELY AT ULTA BEAUTY**

- *Skin barrier health is at the heart of our new Healthy Skin Face Collection. This collection is clinically proven to replace essential skin lipids with our Healthy Skin Lipid Complex™ - leaving skin plump, glowing and healthy.*
- *In a clinical study, 100% of subjects agreed their skin looked and felt healthier after using the complete regimen for 28 days.*

**(Halifax, Nova Scotia, Canada) January 20, 2016** – Healthy skin starts with a healthy skin barrier – no matter what age. **Skinfix Inc.**, the expert in healthy skin, is helping women and men everywhere get smoother and more vibrant skin by nourishing the skin barrier with our new Healthy Skin Face Collection, now available exclusively at Ulta Beauty (**NASDAQ: ULTA**).

The **Skinfix Healthy Skin Face Collection** is dermatologist recommended and formulated with a proprietary Healthy Skin Lipid Complex™, which is clinically proven to keep the skin barrier healthy – leaving it plump and vibrant. In a 28 day dermatologist-led, clinical study of the Skinfix Healthy Skin Face Regimen, 96% of subjects showed significant improvement in softness and smoothness; 93% showed a significant improvement in radiance. The collection is priced between \$14.99- \$29.99 and includes: [Foaming Oil Cleanser](#), [Moisture Boost Serum](#), [Hydrating Lotion](#), [Nourishing Cream](#) and [Brightening Eye Cream](#). Ulta Beauty will also carry **Skinfix's Healthy Bodycare Regimen** (\$4.99-\$14.99), which uses natural ingredients to soften dry skin including: [award winning Skinfix Daily Lotion](#), [award winning Skinfix Ultra Rich Hand Cream](#), [Skinfix Cleansing Oil Wash](#), [Skinfix Ultra Rich Body Butter](#) and [Skinfix Lip Repair Balm](#).

Exposure to harsh elements, pollutants as well as cleansing with harsh chemicals can break down the skin barrier, leaving skin dull, damaged and dehydrated. Skinfix's Healthy Skin Lipid Complex™, natural extracts, botanical proteins and peptides help to leave skin healthy and luminous. The collection comes in a range of hydration levels and textures, allowing the consumer to tailor their skincare routine to meet their needs as they change through the seasons. Our packaging reflects the latest design and technology from South Korea. Double-walled, airless bottles and jars keep the formulas fresh and hygienic and the bottle design is inspired by South Korean pottery.

*“At Skinfix, we like to shake things up and challenge the status quo. Since launching in the U.S. one year ago, our bodycare regimens focusing on healthy skin have become cult favorites,” says Amy Gordinier-Regan, President of Skinfix. “We are excited to continue our U.S. expansion*



*and to partner with Ulta Beauty to bring our exclusive Healthy Skin Face and Bodycare Collections to a new beauty consumer.”*

*“The Skinfix line and exclusive facial collection are a welcome addition to our assortment at Ulta Beauty,” says Julie Tomasi, Senior Vice President of Merchandising at Ulta Beauty.*

*“Skinfix’s focus on overall skin health and natural, yet effective skincare collections are tapping into a universal desire for healthy skin that we know our guests will love.”*

The Skinfix Healthy Face collection is dermatologist recommended, allergy tested and good for all skin types. The collection does not include parabens, sulfates, phthalates, silicones, gluten, dairy, synthetic fragrances or dyes.

*“The key to beautiful skin starts with a healthy skin barrier,” says Francine Krenicki, SVP of Product Development at Skinfix. ““In a lipid analysis clinical study run by the University of Iowa we’ve proven that the Skinfix Facial Regimen improves the quality and quantity of lipids in the skin barrier by 23.6% after 4 weeks – resulting in smooth, plump, healthy and radiant skin.”*

Skinfix has been healing and nourishing skin with the best natural ingredients for over a century. Today, Skinfix has built on this original skin healing balm and now has luxurious, efficacious, natural skincare collection from head to toe for the whole family. Available exclusively at Ulta Beauty, the Skinfix Healthy Skin Face Collection is priced from \$14.99 - \$24.99 and sold at Ulta Beauty, Ulta.com and Skinfix.com.

- **Skinfix Foaming Oil Cleanser (3.4 fl. oz./\$14.99)** This 97.5% natural, creamy foam washes away dirt and makeup using gentle coconut based cleansers, without stripping the skin’s essential moisture. The Skinfix Healthy Skin Lipid Complex™, and red seaweed extract leave skin hydrated, soft and supple. After 4 weeks of use, 96% of women felt this cleanser left their skin feeling clean and soft.
- **Skinfix Moisture Boost Serum (1.1 fl.oz./\$29.99)** This super-concentrated Moisture Boost Serum is a must if your skin needs some extra TLC. This 97.5% natural formula is filled with our Healthy Skin Lipid Complex™, Peony Root and Red Seaweed that boost skin barrier health and leave skin looking plump and luminous. After 4 weeks of use, 93% of women felt this serum made their skin feel plumped and refreshed.
- **Skinfix Hydrating Lotion (1.7 fl. oz./\$19.99)** A 95% natural, lightweight yet deeply hydrating formula instantly smoothes and softens. Our Healthy Skin Lipid Complex™, powerful natural botanicals and rice protein extracts renew skin, leaving it soft and dewy. In a clinical study, 83% of subjects showed an immediate



- significant increase in skin's moisture after just one use.
- **Skinfix Nourishing Cream (1.7 fl.oz./\$24.99)** The ultimate quencher for skin that is dry and fatigued. This 97.5% natural cream uses our Healthy Lipid Skin Complex™, rice protein and red seaweed extracts to boost moisture and elasticity. This unique combination delivers essential nutrition to deeper levels of the skin making it soft, radiant and healthy. In a clinical study, 94% showed a significant increase in skin's moisture after just one use.
- **Skinfix Brightening Eye Cream (0.5 fl.oz./\$24.99)** Toss your concealer away, this 96.5% natural eye cream is clinically proven to wake up dry, tired eyes and diminish dark circles and puffiness. Our Healthy Skin Lipid Complex™ and alfalfa seed extract work together to help eyes appear brighter, firmer and healthier. In a clinical study after just one week of use, 86% showed a significant reduction in fine lines in the under eye area and 81% showed a significant reduction in puffiness.

## ABOUT SKINFIX

Based in Halifax, Nova Scotia, Skinfix, the expert in natural, healthy skin, is shaking up the beauty industry with its natural, clinically proven, and dermatologist recommended skincare products for the whole family. Founded from a powerful, natural healing balm with over a century of proven efficacy, Skinfix has a rich heritage of healing dry, sensitive and eczema-prone skin, while keeping skin healthy and looking its best. At Skinfix, we believe that healthy, beautiful skin is possible and our Healthy Skin Body and Face Collections, Soothing Eczema, Gentle Baby and Diabetic Relief collections are formulated to leave skin feeling soft, smooth and gorgeous. For more information, visit [www.skinfix.com](http://www.skinfix.com) or follow us on these social media channels:

- **Facebook:** <http://www.facebook.com/skinfixinc>
- **Twitter:** <http://twitter.com/skinfixinc>
- **Instagram:** <http://instagram.com/skinfixinc>
- **Pinterest:** [www.pinterest.com/skinfixinc/](http://www.pinterest.com/skinfixinc/)
- **Linked In:** [www.linkedin.com/company/skinfix](http://www.linkedin.com/company/skinfix)
- **YouTube:** <https://www.youtube.com/user/OfficialSkinfix/>



**Ulta Beauty (NASDAQ: ULTA)** is the largest beauty retailer in the United States and the premier beauty destination for cosmetics, fragrance, skin, hair care products and salon services. Since opening its first store 25 years ago, Ulta Beauty has grown to become the top national retailer providing All Things Beauty, All in One Place™. The Company offers more than 20,000 products from over 500 well-established and emerging beauty brands across all categories and price points, including Ulta Beauty’s own private label. Ulta Beauty also offers a full-service salon in every store featuring hair, skin and brow services. Ulta Beauty is recognized for its commitment to personalized service, fun and inviting stores and its industry-leading Ultimate Rewards loyalty program. As of October 31, 2015 Ulta Beauty operates 860 retail stores across 48 states and also distributes its products through its website, which includes a collection of tips, tutorials and social content. For more information, visit [www.ulta.com](http://www.ulta.com).

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