

Contact: KC Hagin
Creative Media Marketing
212-979-8884
KC@cmmpr.com

A Guide to Gabriel Couzian® Body Care System *An Innovative Approach to Caring for Dry Skin*

(New York, NY) – We often devote so much of our time and energy into caring for facial skin, even though our bodies can incur the symptoms of dry skin including flaking, tightness, redness, itching, peeling and cracking. Almost as hindering as the symptoms of dry skin are the commonly found thick, greasy moisturizers that are used to relieve them. Through breakthrough technology that allows oil and water to seamlessly mix, the **Gabriel Couzian®** line of body care products is able to effectively treat and relieve dry skin in a completely unique way. Each body care product soothes and relieves the symptoms of dry skin without leaving behind a greasy residue. The line's clean texture makes it a consumer favorite.

Created in France over 17 years ago by French chemist and pharmacist Gabriel Couzian, the **Gabriel Couzian®** collection of body care products have been specially formulated for dry, sensitive skin that suffers the full range of symptoms from flakiness to redness and irritation. The hydrocortisone-free products provide a natural alternative to harsh chemicals without compromising elegant skincare formulations to leave skin cleansed, nourished and protected all day.

The Technology

With an exclusive oil-in-water suspension technology, each product seamlessly blends natural oils, rich plant proteins and pure spring water. This process, which forces water and oil to act as a stable system that does not break down or separate, provides the skin with the best of both worlds: active ingredients that work in both water and oil. The result is an effective emulsion that absorbs easily into the skin without any greasy residue and relieves dryness, flaking and irritation.

Gabriel Couzian's® formulas are infused with soothing oils including jojoba and olive, as well as botanical extracts to relieve the dehydration, flaky or chapped skin, redness, bumps and irritation all associated with dry skin. Citing the fact that many consumers cannot relieve their dry skin symptoms because the products currently on the market are thick and greasy, founder Gabriel Couzian asserts that his line of body care products, with a pleasant, non-greasy texture that absorbs easily into the skin is a regimen that is easy for consumers to embrace. **Gabriel Couzian®** skin care products are also formulated with a therapeutic complex of five essential natural ingredients:

- *Bisabolol* – a long-lasting soothing agent derived from chamomile flowers
- *Vitamin E* – eliminates free radicals and slows the effects of aging
- *Shea Butter* – deeply nourishes and provides a source for moisture
- *Borage Oil* – reparatory properties rehabilitate damage and increase cellular strength for smooth, toned skin
- *Sesame Oil* – combines a powerful, but gentle, antioxidant with healing, deep-penetrating moisture

The Gabriel Couzian Body Care System

Gabriel Couzian® Washing Oil Shower & Bath (400ml) 13.6 fl.oz. \$45.00

A **Gabriel Couzian®** signature product, this exclusive, proprietary blend of nourishing cleansing oils and pure water that leaves the skin smooth, soothed and moisturized. Oil cleansing is a soothing alternative to soap that effortlessly lifts away dirt and impurities without drying the skin, while also strengthening the body's natural lipid barrier. Skin retains a healthy moisture base without incurring an oily residue. Dehydrated, itchy or flaky skin is calmed; redness, inflammation and irritation are alleviated; and the natural moisture barrier is strengthened to protect against further dryness or damage.

Gabriel Couzian® Highly Nourishing Body Cream (400ml) 13.6 fl.oz. \$68.00

A **Gabriel Couzian®** signature product, formulated especially for severely dry skin, this rich, cortisone-free cream instantly soothes inflamed, irritated skin while also easing the discomfort and itching caused by dryness, eczema or allergies. The soothing ingredients provide long-term results by encouraging the skin to rebuild itself with renewed resilience and strength.

Gabriel Couzian® Body Moisturizer, Light Texture (400ml) 13.6 fl.oz. \$45.00

This light emollient lotion provides instant relief for dry, irritated skin. The soothing ingredients and light texture absorbs quickly and when used after bath or shower, Gabriel Couzian® Body Moisturizer provides a dose of continuous, 24-hour moisture.

Gabriel Couzian® Hand & Nail Cream (50ml) 1.7 fl. oz. \$20.00

This non-greasy hand & nail cream works instantly to soothe and smooth. Rich shea butter and sesame oil heal and nourish even the most severely neglected cracked, rough hands and cuticles. Coconut oil softens skin while corn sugar exfoliates hardened, dead skin around the cuticles. This cream delivers a strong moisture barrier that softens and protects hands, as it provides a natural way to build strong, healthy nails.

Gabriel Couzian® Foot Cream (50ml) 1.7 fl. oz. \$20.00

This highly emollient formula softens hardened calluses and smoothes rough, dry heels. Itching, cracking and other conditions associated with dry skin are relieved with a proprietary complex of soothing natural oils, shea butter and beeswax. Improvement can be seen after just one use, and continues to improve with each use.

About Gabriel Couzian:

Gabriel Couzian is a pharmacist-created French apothecary line of hydrocortisone-free products for troubled skin. Distributed in North America by Europa Cosmetics, the collection is available at The Studio at Fred Segal, online at www.gabrielcouzian-usa.com, PIR Cosmetics and select retailers. For more information and to view product images, please visit www.gabrielcouzian-usa.com.