

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

## **Gabriel Couzian® Blends the Art and Science of Dry Skin Care** *French chemist brings breakthrough in dry skin care to U.S.*

(New York, NY) - Currently affecting more than 100 million people in the U.S. alone, dry skin is an often overlooked, yet serious skin condition. Through breakthrough technology that allows oil and water to seamlessly mix, the **Gabriel Couzian®** line of facial and body care products is able to treat and relieve dry skin in a completely unique way. Each product softens, smoothes and heals dry skin without the greasy feel that many rich moisturizers formulated for dry skin can leave behind. Rich hydrating properties, combined with a light texture and clean feel make the **Gabriel Couzian®** line a consumer favorite that can easily become part of a daily regimen.

### **The Technology**

With an exclusive oil-in-water suspension technology, each product is able to seamlessly blend 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 effectively relieves dryness, flaking and irritation.

With symptoms ranging from tightness and flakiness to itching and redness, dry skin is more than a simply a cosmetic concern. While some cases of dry skin are caused by genetics, more often than not the condition is aggravated by environmental factors such as exposure to extreme wind and cold, or the use of too-harsh skin care products that strip away skin's essential oils. 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. The non-greasy, pleasant texture allows consumers to use the products continuously to reap the full benefits.

"Many consumers do not consistently use the same product to heal their dry skin because they can become easily frustrated and turned off by the heavy, greasy texture," says Gabriel Couzian, founder of **Gabriel Couzian®**. "With the **Gabriel Couzian®** line of facial and body care products, consumers are able to incur the full benefits of the product line because it has a pleasant non-greasy texture that easily absorbs into the skin, leaving behind soft smooth skin with a clean feel."

**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, yet gentle, antioxidant with healing, deep-penetrating moisture

The **Gabriel Couzian**<sup>®</sup> collection of products for body and facial care include:

- *Washing Oil Shower and Bath* (13.6fl. oz., \$45)
- *Highly Nourishing Body Cream* (13.6fl. oz., \$68)
- *Body Moisturizer Light Texture* (13.6fl. oz., \$45)
- *Hand & Nail Cream* (1.7fl. oz., \$20)
- *Hand Cream* (1.7fl. oz., \$20)
- *Foot Cream* (1.7fl. oz., \$20)
- *Face Wash Cream for Sensitive Skin* (5.10fl. oz., \$40)
- *Anti-Ageing Cream for All Skin Types* (2.55fl. oz., \$45)
- *Extra Firming Anti-Dryness Face Cream* (1.35fl. oz., \$48)
- *Exfoliating Face Cream* (2.55fl. oz., \$45)

The signature products of the Gabriel Couzian<sup>®</sup> line, **Washing Oil Shower & Bath** and **Highly Nourishing Body Cream** work together to immediately soothe skin and provide a long-lasting moisture barrier to prevent dehydration.

- *Gabriel Couzian*<sup>®</sup> *Washing Oil* – 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*<sup>®</sup> *Highly Nourishing Body Cream* – 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.

### **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](http://www.gabrielcouzian-usa.com), PIR Cosmetics and select retailers. For more information and to view product images, please visit [www.gabrielcouzian-usa.com](http://www.gabrielcouzian-usa.com).