



## derma e® Natural Bodycare Achieves #1 Brand in Facial Lotion and Crèmes!

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**Simi Valley, CA** – Over the 4 week period ending February 19, 2011, derma e® Natural Bodycare, a pioneer in formulating cutting-edge natural skincare products, has become the **#1 brand in the Facial Lotion and Crèmes** category within Natural Products Supermarkets (as noted by SPINS® - the leading provider of scan data sales information to the Natural Products Industry). Not only did derma e® experience a **growth rate of 39.4%** pushing them into the #1 slot, the company has also ranked #2 during the past 12, 24 and 52 week time periods.

derma e® attributes this achievement of the #1 position to premium natural products that deliver results, as well as several other factors. These include increased distribution, a very focused, expanded and well-executed sales strategy over the past year, and well-coordinated and effective advertising and marketing campaigns.

“We have been very focused on increasing our distribution into all health foods stores nationwide for the past year. With the additional support of our retail partners, we have been able to achieve this current status of being #1 in Facial Lotions and Crèmes,” said Gina Ferrato, North American Sales Manager for derma e® Natural Bodycare. She went on to say, “Not only have we increased our shelf presence and our brand recognition, we have shown that we are an affordable skincare line that also performs and offers true value and benefits to the consumers.”

For over 27 years, derma e® has been formulating premium products with high levels of the finest scientifically proven natural ingredients to deliver results. Today, this comprehensive award-winning line offers over 90 effective and affordable formulas to help a variety of skincare needs such as anti-aging, firming and deep wrinkles, as well as common problem skin conditions such as blemishes, scars, scaling, flaking or itchy skin, spider veins, age spots, discolorations, aching extremities and joints, and deeply cracked skin.

For over 25 years, derma e® Natural Bodycare has pioneered the development of high-performance antioxidant skincare solutions. This award-winning, comprehensive line offers over 90 SKUs that are free of parabens, phthalates, sodium lauryl sulfates, mineral oil and lanolin, and are cruelty-free, 100% vegan and manufactured with wind energy. derma e® can be found in 5000+ retail outlets across the U.S., with additional distribution internationally and on [www.dermae.com](http://www.dermae.com). derma e® is family owned and operated and dedicated to serving the natural products retailer.