



Miami Beach, FL, June 9, 2014. **Beautopia Wellness** is pleased to announce that **drugstore.com** and **walgreens.com**, leading online destinations for consumers looking for high quality skincare options, now carry Beautopia branded products for sale effective today.

Beautopia Wellness, which introduced its dermatologist-formulated product set last year, is part of the Miami Beach-based Cleopatra's Secrets holding company that has worked with prestige skincare products and services for women and men since 1994. According to Susan Berner, CEO of Cleopatra's Secrets, "We are very pleased to work with drugstore.com and walgreens.com in offering their prestige skincare customers superior daily regimens that are most appropriate for their age and skin condition."

Berner added that "Using dermatologist-formulated Beautopia products results in skin that looks and feels younger, tighter, brighter, and producing new collagen to maintain that look. No one can 'prevent' aging, but by using these products, our customers manage it by smartly enabling their own defenses to reverse and minimize aging's more obvious clues. We like to say that Beautopia brings antioxidants to life."

To show its emphasis on skincare as a holistic process, Beautopia Wellness particularly focuses on the use of pre-packaged combinations of daily use skincare products in the form of "Kits." It currently markets three of these Kits, targeting the specific, relevant daily skincare needs of women who are in certain corresponding stages of life.

Beautopia's **Rewinding Skin Series A Kit** is a 10-week supply of high quality products targeted at women under age 45, who are looking for their ideal daily regimen of skincare tailored to preventing or minimizing visible signs of aging.



Rewinding Skin Series A Kit contains each of the following products:

- **Face & Body Wash with 2% Salicylic** - Cell Exfoliating Cleanser for Daily Use - 6 fl oz / 180 ml Bottle
- **Hydration Booster** - Rapid Moisture Replacement Serum for Daily Use - 1 fl oz / 30 ml Bottle
- **Multi-Peptide Moisturizer with Vitamin E for morning** - Anti-Aging Moisturizer for Daily Use - 1 fl oz / 30 ml Jar
- **Copper Peptide Night Cream with Retinol for evening** - Nutritional Therapy for Nightly Use - 1 fl oz / 30 ml Jar
- **Multi-Peptide Firming Eye Gel** - Age-Managing Eye Skin Protectant for Daily Use - 0.5 fl oz / 15 ml Bottle
- **3ml Sample of Fill-Quick** - Natural Moisturizing Factor (NMF) Serum for Daily Use

Beautopia's **Rewinding Skin Series B Kit** is a 10-week supply of high quality products targeted at women over age 45, who are looking for their ideal daily regimen of skincare tailored to reverse and avoid unwanted signs of skin aging



Rewinding Skin Series B Kit contains each of the following products:

- **Utopia Facial Cleanser** - Botanical Vitamin Wash for Daily Use - 6 fl oz / 180 ml Bottle
- **Rewinding Serum +** Rapid Moisture Replacement for Daily Use - 1 fl oz / 30 ml Bottle
- **Moisturizing Cream with Marine Peptides** - Collagen Boosting Antioxidant for Daily Use – 1.7 fl oz / 50 ml Jar
- **Marine Firming Eye Magic** - Anti-Puff Lotion for Daily Use - 0.5 fl oz / 15 ml Bottle
- **3ml Sample of Multi-Peptide Sunscreen SPF 30+** Chemical-Free Sunblock for Daily Use

Beautopia's **Wrinkle Wrecker Kit** is a 10-week supply of high quality products targeted at women who are looking for instant and long-term skin smoothing benefits.



Wrinkle Wrecker Kit contains each of the following products:

- **Fill-Quick** - Natural Moisturizing Factor (NMF) Serum for Daily Use – 1.7 fl oz / 50 ml Bottle
- **Rewinding Serum +** Rapid Moisture Replacement for Daily Use - 1 fl oz / 30 ml Bottle
- **3ml Sample of Re-Texturizing Cream** - Natural Microdermabrasion for Periodic Use
- **3ml Sample of Hydration Mask** - Skin Revitalizing Treatment for Daily Use

Beutofia Wellness also sells each product contained within the described Kits as individual products, along with additional medical grade products that contain high percentages of active ingredients including stem cells, marine peptides, green tea extract, and CoQ-10. The company also sells a daily supplement called **SkInside**, complementing its topical skincare with a high quality ingestible that adds key antioxidants like Resveratrol and Grape Seed Extract.

The company will support a series of online promotions geared to building awareness and trial, as well as other efforts to boost visibility on the walgreens.com and drugstore.com sites in the coming months. Beutofia Wellness will also highlight its social media presence with a campaign to drive traffic to the drugstore.com and walgreens.com sites.

About Beutofia Wellness

Beautopia Wellness provides women with an outstanding array of dermatologist-formulated medical grade skincare products that boasts the quality of well known prestige brands, but at far more affordable cost. The company views skincare as a holistic process, with each step complementing the one before it. Its series of pre-packaged skincare regimens in the form of “Kits” highlights the company’s deliberate strategy of delivering the right combinations of products to the right user at the right time. The net result is a happy customer who is achieving and maintaining the youthful appearance they want, and not breaking their budget to do so.

The brand is part of the Miami Beach-based Cleopatra’s Secrets holding company that has created and worked with prestige skincare products and services for women and men since 1994.

Beautopia Wellness continues to grow and plans to introduce a number of new products in coming months. It can be found at <http://beautopia.com>, called toll free at 800.428.4114, internationally at 305.742.5600, or e-mailed at info@beautopia.com. The company maintains Facebook and Twitter presence as well.