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## **A New, Clinically Proven Innovation in Vitamin-based Serums**

BOISE, ID (March 22, 2013) — Introducing a new breakthrough technology, Epionce is pleased to announce the launch of Intense Defense Anti-Aging + Repair Serum. Intense Defense Anti-Aging + Repair Serum is the first complete multivitamin for the skin, revealing radiant, more youthful skin. The highly advanced anti-aging serum stimulates skin rejuvenation using botanical sources of Vitamins A, B, C, D and E without the irritation caused by many vitamin-based serums.

“Most currently marketed anti-aging serums offer individual or combinations of vitamins A, B, C, D and E. However, all five of these vitamins are used by the skin in order to function properly, i.e. healthy metabolism.” said CEO and Founder of Epionce, Dr. Carl Thornfeldt. “My goal was to create a product that provides all 5 vitamins in the way that they would normally function in healthy human skin. This hasn’t been chemically possible until recently. Intense Defense Serum is the first serum on the market with this technology.”

This clinically proven age-fighting treatment also targets the signs of aging better than leading physician-strength serums. In an independent head-to-head clinical study, Epionce Intense Defense Serum was tested against Skin Medica TNS Recovery Complex® serum and Skinceuticals CE Ferulic® serum. The Intense Defense Serum was proven to diminish signs of visible aging faster than the other two serums, and with far better tolerability.

The Intense Defense Anti-Aging + Repair Serum can be purchased online at [www.epionce.com](http://www.epionce.com) or through Epionce Professional Partners.

### ***About Epionce:***

*Epionce integrates over twenty five years of research into the development of a highly effective cosmeceutical, non-prescription, dermatological product line. Epionce skin care products are manufactured and distributed by Episciences, Inc, which was founded in 2002 and is based in Boise, Idaho. This breakthrough product line has been proven effective by 16 independent clinical studies to reverse and prevent the effects of visible skin aging and certain common skin diseases. For more information, visit our website at [www.epionce.com](http://www.epionce.com).*

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