

October 23, 2003

**FOR IMMEDIATE RELEASE**

**Contact: Martin Davidson, President  
exCel Cosmeceuticals, Inc.  
800.453.5150  
[martyd@xlafa.com](mailto:martyd@xlafa.com)  
<http://www.ex-cel.com/>**

## exCel Cosmeceuticals Inc. Announces New Distributor in Turkey

Bloomfield Hills, Michigan, October 23, 2003 – Michigan based exCel Cosmeceuticals, Inc., manufacturer of AFAs™, amino acid skin care, is continuing on the fast track of increasing its global presence,

exCel Cosmeceuticals has established a distributorship with Ross Pharma, of Istanbul, Turkey. Ross Pharma will market exCel's successful line of patented AFA skin care products. Established in early 2000, Ross Pharma offers a variety of medical products by way of its five branches located throughout the country of Turkey. Staffed and founded by medical professionals, the Turkish company offers its clientele an educated and experienced staff.

"We are extremely excited that Ross Pharma will be marketing our successful line of skin rejuvenation products throughout Turkey. They are very suited, due to their staff's expertise and five locations, to successfully promote our medical skin care products", stated Marty Davidson, President of exCel.

The demand for up-to-date, science supported skin care solutions that achieve quick results, has been the cornerstone of exCel's successful marketing of its patented AFA line.

The inventor of AFAs and CEO of exCel Cosmeceuticals, Dr. Marvin E. Klein, has enjoyed a history of successful skin rejuvenation formulations such as the TCA Masque and esterfied glycolics. Dr. Klein also maintains his private practice of dermatology in Bloomfield Hills, Michigan.

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