



exclusively by exCel Cosmeceuticals, Inc.

For more information, contact:

Martin Davidson

President

exCel Cosmeceuticals, Inc.

800.453.5150 248.539.1212

martyd@xlafa.com

FOR IMMEDIATE RELEASE

exCel Cosmeceuticals, Inc. Partners With Orient MG For China Market

Bloomfield Hills, MI – October 24th, 2005 – exCel Cosmeceuticals, Inc. has partnered with Orient MG, to sell the company's AFA skin care products to medical professionals in China. Orient MG has been distributing medical products and devices in the Pacific Rim since 1997.

"China's evolving economic prosperity, the magnitude of its populace, and the market's demand for high- quality products that are specifically formulated to treat ethnic skin types were the determining factors for entering the China market," says Martin Davidson, president of exCel. According to Davidson, "Orient MG's experience in dealing with medical professionals who recognize the science in formulating ingredients specific to an individual's ethnicity greatly assists us in positioning our products in China."

exCel's patented AFA products, which include in- office peels and at-home topicals, have proven to be effective in treating all skin types and colors and are currently distributed to medical skin care professionals in over 34 countries, including Japan and Russia.

Euromonitor International's most recent report estimates that cosmetics sales in China have almost doubled in the past five years, and experts predict that the market will continue to grow in the next few years. Skin care products is one of the categories that has shown the most growth, and more disposable income accounts for the significant growth in the upper-mass market segment for upper- end products. China's cosmetics market is now valued at \$7.9 billion, and the market for cosmetics is now the eight largest in the world and Asia's second largest, only behind Japan

exCel Cosmeceuticals, Inc. was founded by dermatologist Marvin Klein. The patented skin care line offers two types of programs in-office and At-Home program. The In-office Program includes: AFA™ peels, AFA Clay-Peel™, and AFA™ Clay-Peel for the Body. At- home program includes: 3 core products, and a complete line of Auxiliary products. The products are distributed to medical professionals in over 32 countries.

For more information, please visit www.xlafa.com or call 800-453-5150.

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