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February 1, 2005

FOR IMMEDIATE RELEASE:

exCel Cosmeceuticals Appoints Foreign Distributor in Croatia

Bloomfield Hills, MI - February 1, 2005 - Martin Davidson, President of exCel Cosmeceuticals, Inc., announced today that Medical Intertrade d.o.o. has been appointed as the company's designated distributor in Croatia for its AFA skin care products.

exCel Cosmeceuticals' AFA skin care products were the first cosmeceuticals to utilize the dual patented acidic amino acids as part of a skin care regimen. "Dermatologist Dr. Marvin Klein, the inventor of esterified glycolics and the AFAs, created skin care products that are recognized by medical professionals for their efficacious yet non-irritating capabilities," said Davidson. "We introduced our patented AFA products to American dermatologists and plastic surgeons in March of 2000. Shortly thereafter we experienced rapid international growth, in part due to the media coverage on amino acids and the popularity of non-invasive skin rejuvenating treatments. We are proud to partner with our distributor in Croatia, Medical Intertrade, whose reputation and record of consistent growth is compatible with our global expansion plans."

About Medical Intertrade d.o.o. Medical Intertrade, the recipient of multiple awards, including the Yves Ponroy Award for best seller in Eastern Europe and the Golden Medal by Foundation for Excellence in Business Practice (Geneva, 2003), supplies over 3,300 customers, including hospitals, health centers, and pharmacies with pharmaceuticals and products specific to medical markets. An ISO 9001:2000 certified company; Medical Intertrade was founded in 1990.

About exCel Cosmeceuticals, Inc. Founded by dermatologist Marvin Klein, exCel Cosmeceuticals' patented AFA products include in-office peels, 2-step clay peel, daily use gels, masque and topicals which are distributed in over 34 countries to medical professionals. For further information, visit www.xlafa.com or call 800-453-5150.

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