



exclusively by exCel Cosmeceuticals, Inc.

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**FOR IMMEDIATE RELEASE**

**exCel Cosmeceuticals Establishes Network Distribution in Russia**

Bloomfield Hills, MI – June 08, 2005 – A strategic alliance with MedBeauty, a medical distribution company based in Switzerland, will open yet another international market for exCel Cosmeceuticals' AFA (acidic amino acid) skin care products.

Martin Davidson, exCel's President, stated that the burgeoning skin care market, and the demand by Russian consumers for quality products, prompted the company to partner with a medical distribution company that was familiar with distribution networks in Russia. Med Beauty will distribute exCel's AFA products under the brand name AminoCare.

Statistics quoted in Euromonitor International, a leading provider of global consumer market intelligence, supports exCel's and MedBeauty's claims that premium products in Russia have begun to perform well, a trend that was most evident in the skin care sector, where value sales doubled volume sales. Both exCel and MedBeauty believe that the multiple patents awarded to the AFAs separate the products from the multitude of other cosmetic and toiletries manufacturers that are now successfully selling in Russia.

Euromonitor International forecasts 60% overall market growth in the Russian cosmetics and toiletries market, with the skin care sector expected to achieve the most dynamic value increase of 98%. Euromonitor concludes that Russian consumers are starting to make product quality a key criterion in purchasing decisions.

***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.***

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