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exCel Mexico Release

exCel COSMECEUTICALS EXPANDS FOREIGN DISTRIBUTION CHANNEL

Patented AFA skin care products manufacturer exCel Cosmeceuticals Inc. reports strategic retention of distribution group Ghunther Pharmaceuticas of Mexico

BLOOMFIELD HILLS, MI – January 4th, 2008 – exCel Manufacturing Co., Inc. a subsidiary of exCel Cosmeceuticals, Inc. announced the appointment of Ghunther Pharmaceuticas as the exclusive distributor of their patented AFA branded skin care products to the medical community in Mexico.

exCel's partnership further expands the company's distribution model and increases the line of products distributed by Ghunther Pharmaceuticas to medical-aesthetic practitioners in Mexico.

exCel's proprietary AFA skin care products, which include varying strengths of peels, masks, Gels and topicals, are distributed in the U.S. and in over 30 foreign countries.

Martin Davidson, President of exCel Cosmeceuticals, noted, "Our original focus concentrated on the North American medical market, where the AFAs built up a strong reputation for the products' efficacy in rejuvenating skin of all types and colors. The acquisition of foreign medical distributors who were sourcing products that met the increasing demand for cosmeceuticals appropriate for indigenous skin types have provided exCel a strong foothold in accessing global markets."

Davidson attributes exCel's success in domestic and foreign markets to the company's selection of respected distributors who concentrate on servicing medical-aesthetic professionals. According to Davidson, "Ghunther Pharmaceuticas enjoys a stellar reputation within the medical-aesthetic community in Mexico. They are uniquely qualified to distribute our patented AFA skin care products to professionals dispensing state-of-the-art products and services."

About exCel Cosmeceuticals, Inc. (www.xlafa.com)

exCel Cosmeceuticals, Inc., is a specialty cosmeceutical company focused on medical-aesthetic skin health markets. Founded by dermatologist Marvin E. Klein, the company develops and commercializes skin care products that include their patented acidic amino acids (AFA) formulation that enable medical-aesthetic physicians to treat a variety of conditions that include photodamage, pre-mature aging, and problem skin. Products produced by exCel include physician-provided/administered peels, and a mask-peel combo for the face and body. Body lotions, moisturizers, masks, and topical skin gels, available in varying strengths, are provided to patients for at-home use. The company has distribution arms in the U.S. and in over 30 foreign countries.

About Ghunther Pharmaceuticas (www.ghunther.com.mx)

Ghunther Pharmaceuticas, headquartered in Monterrey, Mexico, markets and distributes medical products, devices, and pharmaceuticals to a target market that includes plastic surgeons, dermatologists, and other medical professionals who focus on medical aesthetics. With over 30 years experience in the medical and pharmaceutical industries, the company was founded by Domingo Benavides, Sr. and is comprised of a direct sales force that specializes in products specific to medical-aesthetic professionals.