

January 9, 2004

FOR IMMEDIATE RELEASE:

**Contact: Martin Davidson, President
exCel Cosmeceuticals, Inc.
800.453.5150**

exCel Cosmeceuticals' AFAs Arrive in Ireland

Bloomfield Hills, Michigan

The Eden Beauty Group has been chosen by exCel Cosmeceuticals, Inc. to distribute its patented AFA cosmeceutical line in **Ireland**. exCel now markets its AFA products to over thirty nations with an ongoing plan for continued global expansion.

With a rapid international growth history, Martin Davidson, president of exCel Cosmeceuticals, anticipates 2004 to bring strong gains in market share for its skin rejuvenating AFA line. "On both fronts, domestic and international, AFAs have been well-received due to their uniqueness and ability to command fast results. This combination is the reason our AFAs have been successful. Also, we continue to provide our customers with new and innovative products; taking advantage of new developments in the skin care industry", explains Mr. Davidson.

exCel Cosmeceuticals, Inc. is based in Bloomfield Hills, Michigan. CEO and inventor, Dr. Marvin Klein, has earned two patents on the AFA formulations. He has brought to market a history of successful anti-aging skin formulations such as the TCA Masque and esterfied glycolics.

#