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FOR IMMEDIATE RELEASE

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**EXCEL COSMECEUTICALS, INC. INCREASES ASIAN PRESENCE WITH
CONTRACT IN JAPAN**

Bloomfield Hills, Michigan, August 22, 2003

Michigan based exCel Cosmeceuticals, Inc., manufacturer of AFAs™, amino acid skin care, has contracted with AAL Company in Japan to distribute its skin rejuvenation products. AAL, based in Japan, provides innovative skin care products to the Japanese medical community.

Martin Davidson, president of exCel Cosmeceuticals, affirms, “We have known for some time the benefits of our patented AFAs on Asian skin. We are excited to continue the expansion of our successful AFA skin care line to the Japanese market and look forward to an excellent alliance with our new distributor.”

The demand for up-to-date, science supported skin care solutions that achieve quick results, has been the cornerstone of exCel’s successful marketing of its patented AFA™ line. The inventor of AFAs™ and CEO of exCel Cosmeceuticals, Dr. Marvin E. Klein, has enjoyed a history of successful skin rejuvenation formulations such as the TCA Masque and esterfied glycolics. Dr. Klein also maintains his private practice of dermatology in Bloomfield Hills, Michigan.

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