



# ALPHA EON®

## **ALPHA EON's Innovative Approach to Skin Health has Arrived**

**Irvine, Calif., July 9, 2015** – ALPHA EON Corporation announced today the launch of Skin Essentials Omega Advantage™, the first product under its new Skin Essentials product line. ALPHA EON, in collaboration with its subsidiary company PRN Physician Recommended Nutraceuticals (“PRN”), a leading provider of nutritional supplements, introduced Skin Essentials Omega Advantage, a nutritional supplement designed to support skin health.

“We are extremely pleased to continue our company’s commitment to skin health by providing a unique nutraceutical product with clinically studied omega-3 fatty acids, antioxidants and vitamins that offer our physicians and their patients high quality nutritional support,” said Bart Bandy, President of ALPHA EON’s Wellness division. “Working with the highly knowledgeable and experienced leadership of PRN on the introduction of this exclusive nutritional supplement significantly adds to the credibility and excitement around this effort.”

Skin Essentials Omega Advantage is a purified omega-3 supplement that contains ingredients which studies have shown, can positively support skin function and appearance. The product contains a high level of EPA and DHA produced in a re-esterified triglyceride form, a form which has been shown to enhance bioavailability. These highly concentrated levels of omega-3 fatty acids are beneficial for providing the necessary lipid content that maintains healthy skin. They are combined with additional nutrients such as Vitamin D3 for overall health along with Lutein and Zeaxanthin, which support the skin’s natural antioxidant system to positively influence skin hydration and oxidation, which play a role in skin aging.

“For years, it has been known that essential fatty acids play a major role in skin health and Skin Essentials Omega Advantage contains the ingredients that help to deliver those benefits,” says Jill Fichtel Zirwas, MD FAAD. “There are great topicals and injectables out there, and now Skin Essentials Omega Advantage helps complete the picture by further supporting skin health through oral supplementation. The results in my patients and myself have been very impressive. I am excited to finally have this available.” Dr. Fichtel Zirwas is an investor in Strathspey Crown Holdings, LLC, the parent company of ALPHA EON.

To learn more about Skin Essentials visit: <http://alphaeon.com/skiinessentials>. To find a location near you visit: <http://alphaeon.com/find-a-physician>

### **About ALPHA EON Corporation**

ALPHA EON Corporation is a social commerce company with the goal of transforming self-pay healthcare by bringing to market highly innovative products and services to promote consumer wellness, beauty and performance. The company works in partnership with board certified physicians ensuring access to leading advancements in lifestyle healthcare. For more information, please visit [www.alphaeon.com](http://www.alphaeon.com).



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## **About PRN Physician Recommended Nutraceuticals**

PRN is a leading developer of omega-3 products and nutritional supplements. Developed by doctors and recommended by world-renowned medical thought leaders, PRN's products are supported by medical evidence and offer exceptional quality and purity. PRN was recently acknowledged on the Inc. 500|5000 list of fastest growing privately held companies. PRN is a subsidiary of ALPHA EON Corporation.

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