



ALPHA EON®

ALPHA EON Introduces *skin*³, A New Cosmetic Line Featuring DermaTriPlex™, A Unique Technology That Can Significantly Reduce the Appearance of Fine Lines and Wrinkles

Irvine, Calif., February 02, 2016 - ALPHA EON Corporation, a social commerce company and subsidiary of Strathspey Crown Holdings LLC, today announced the launch of *skin*³, a new line of products featuring DermaTriPlex™, a unique technology that can offer consumers a breakthrough option to address the ongoing challenges of the visual signs of aging.

The *skin*³ line integrates three unique technology platforms – Novasome®, RHA Resilient Hyaluronic Acid®, and TruCollagen™. This unique combination is designed to significantly reduce the appearance of fine lines and wrinkles with the use of concentrated plant extracts that provide enhanced moisturizing and smoothing benefits.*

The DermaTriPlex technology, designed by board-certified plastic surgeon and equity holder in ALPHA EON and Strathspey Crown Holdings, Dr. Mark Pinsky, helps fight the appearance of fine lines and wrinkles by invigorating the skin with intensive moisture for plump-looking, smooth skin.* The DermaTriPlex technology includes more than twenty key ingredients that present a unique and unprecedented formula to offer a non-surgical option to those seeking a simple way to look their best. The *skin*³ line includes day, night, eye and lip-care treatments that help preserve the youthful appearance of both skin and lips.

"I believe that regardless of the planned procedure, surgical or non surgical, the foundation to looking pretty is beautiful skin," said Dr. Mark Pinsky. "With that in mind, I worked with ALPHA EON to commercialize the DermaTriPlex technology and the full *skin*³ line for patients who see wrinkles and fine lines as a concern, but are seeking an alternative and don't have time for a complex daily regimen."

"ALPHA EON has partnered with Dr. Pinsky on *skin*³ to expand our beauty offerings for physicians looking to provide their patients with successful, non-surgical methods of managing the visual signs of aging skin," said September Riharb, Vice President of Marketing, ALPHA EON. "With this new line, ALPHA EON is making available the next generation of products designed to address the needs of patients everywhere who are seeking the best options in facial skincare. This underscores our commitment to delivering the best beauty solutions and is a true example of the intersection of technology innovation and beauty that we are striving to achieve."

ALPHA EON recommends speaking to a board-certified physician about these products. To learn more about the new line and find a physician who carries *skin*³, please visit www.alphaeon.com.

About ALPHA EON Corporation



ALPHAЕON®

ALPHAЕON 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.

About Strathspey Crown Holdings LLC

Strathspey Crown is a growth equity firm specializing in lifestyle healthcare. The firm is founded in partnership with physician investors across key medical specialties including plastic surgery, ophthalmology, dermatology, dentistry and orthopedics. For more information, please visit www.strathspeycrown.com.

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***Data on File. ALPHAЕON Corporation**

DermaTriPlex™ is a trademark of Plastic Surgery Innovations, LLC

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