



July 2, 2013

MEDIA RELEASE

NEW RIVER NATURALS LAUNCHES NEW PRODUCT FOR AGE SPOTS AND FRECKLES

Kingsport, TN (July 2, 2013) – New River Naturals continues to roll-out new, natural skincare products under its SKINTRA™ Cosmeceuticals brand.

Today it announced the launch of Skin Brightener, which helps reduce the appearance of freckled and hyperpigmented skin and age spots. Skin Brightener is made from several natural ingredients, including Kojic Acid, Licorice, Chamomile, Aloe, and Evening Primrose Oil.

“This is a unique type of natural skincare product, and we believe that many of our customers will benefit from it,” says Josh Harrison, Director of Pharmacy for New River Naturals.

Skin Brightener is available for purchase online at www.newrivernaturals.com and in spas, weight-loss centers and pharmacies around northeast Tennessee and southwest Virginia.

The addition of Skin Brightener brings the total current number of SKINTRA™ products to seven. New River Naturals is also proud to offer AHA Rejuvenating Cleanser, Gentle Toner, Extra Gentle Hydration Lotion, RejuvaStem Anti-Aging Serum, Intensive Eye Crème, and Glycolic Cellular Turnover Treatment. Learn more at www.newrivernaturals.com.

For media inquiries, contact Robin Roark at (423) 440-3816.

ABOUT NEW RIVER NATURALS

New River Naturals, Inc. (NRN) is a natural health and beauty product company located on the beautiful Valleybrook campus of East Tennessee State University in Kingsport, Tennessee, USA.

NRN is a subsidiary of IPE, Inc., a pharmaceutical technology discovery and development corporation located in Kingsport, Tennessee, USA.

###