

Skintinum LLC. introduced the Skintinu brand midway through 2008. Right after that the economy sank and it became a struggle for most new professional skincare brands to compete with established brands. Last fall, Skintinu became the exclusive distributor of TecNiche Therapies brand (www.Tecniche.com) of professional skincare products. The last few years have brought not only competition from established pro brands but also mass market and department store brands. This environment has made it difficult for Skintinu and other new brands to stand out and thrive. Additionally, the last few years has brought much change from raw ingredient suppliers-that are catering more to the new mass market (drug store) competition. Skintinu would be forced to reformulate a considerable amount of the line because of the shifting ingredient availability.

We have made the decision to put all of our resources into the TecNiche brand and will phase out the Skintinu brand by the end of July 2011. We apologize for any inconvenience this will cause and will work through this process with you in a variety of ways to help you to cross over to the TecNiche Brand. We will offer product knowledge classes (June 18 at the LV show), brochures, referral incentives, retail bags, brochures and shelf talkers are just a few things we have currently.

While TecNiche products are developed for sensitive skin, they all have highly therapeutic and new technology ingredients. These products are on the cutting edge of a new reality in the professional skincare arena. This is the rapidly growing increase of people with sensitive skin. Factors such as health-challenges, medical treatments, medications, genetics, the environment, physical impairments, aging, diet, and lifestyle impair the skin's ability to resist inflammation. Any skin professional knows that inflammation is the source of so many skin problems. Addressing this issue, via a brand like TecNiche is smart business. Products and professional treatment protocols that offer this type of skin management, are only going to increase in the coming years. It is a new revolutionary business-building concept. These products work on all skin types and all clientele. The formulations of these products start from the platform of Sensitive Skin and build in increasingly therapeutic ingredients via three different levels. Level 1: very fragile skin, Level 2: fragile-getting healthier, Level 3: sensitive to normal skin.

Please visit www.TecNiche.com to see the current list of products as well as a preview of several new products coming soon. Please visit our

booth (1235) in Las Vegas, June 18, 19, and 20 at the IECSC Show. Plan to attend our product knowledge class on the 18th from 12:00pm-2:00pm to learn more about the TecNiche line.

Again, I am very sorry for this inconvenience. I have struggled for months to not have to make this decision, but had no choice. I very much appreciate your business with Skintinu and hope you will choose to continue with TecNiche. A brochure and pricelist of TecNiche products as well as more information will be mailed to you in the coming weeks.

Best,
Sherri Alpert
Skintinu