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**Olay® Regenerist™ Micro-Sculpting Cream**  
Fact Sheet

<b>WHAT IT IS</b>	<i>Olay Regenerist Micro-Sculpting Cream</i> is an innovative skin care product that works to restore volume and shape across millions of skin's surface cells, formulated in a product as luxurious in look and feel as a department store "super-cream."
<b>WHAT IT DOES</b>	<i>Olay Regenerist Micro-Sculpting Cream</i> impacts skin's appearance by helping to fight the loss of intracellular fortifying hydration – water pressure against skin cell walls. Skin is progressively lifted and micro-sculpted to help firm areas prone to sagging, even across the jaw line, smoothing skin surface and restoring elasticity.
<b>THE FORMULA</b>	<i>Olay Regenerist Micro-Sculpting Cream's</i> unique, ultra luxurious formula contains: <ul style="list-style-type: none"><li>▪ The highest concentration of Regenerist's exclusive amino-peptide complex to help regenerate cells at the skin's surface and retain moisture by strengthening skin's moisture barrier</li><li>▪ An Olay-exclusive intracellular fortifier made up of hyaluronic acid, a natural filler substance, and glycerin to help restore volume and fullness to the skin</li></ul>
<b>OLAY REGENERIST COLLECTION</b>	<ul style="list-style-type: none"><li>▪ <i>NEW Olay Regenerist Micro-Sculpting Cream</i></li><li>▪ <i>NEW Olay Regenerist Micro-Derm Lathering Cloths</i></li><li>▪ <i>Olay Regenerist Eye Derma-Pod Anti-Aging Triple Response System</i></li><li>▪ <i>Olay Regenerist Anti-Aging Lip Treatment</i></li><li>▪ <i>Olay Regenerist Touch of Sun</i></li><li>▪ <i>Olay Regenerist Targeted Tone Enhancer</i></li><li>▪ <i>Olay Regenerist Microdermabrasion &amp; Peel System</i></li><li>▪ <i>Olay Regenerist Thermal Contour &amp; Lift At-Home Treatment</i></li><li>▪ <i>Olay Regenerist Thermal Skin Polisher</i></li><li>▪ <i>Olay Regenerist Daily Regenerating Cleanser</i></li><li>▪ <i>Olay Regenerist Night Recovery Moisturizing Treatment</i></li><li>▪ <i>Olay Regenerist The Regenerating Collection</i></li><li>▪ <i>Olay Regenerist Eye Lifting Serum</i></li><li>▪ <i>Olay Regenerist Daily Regenerating Serum</i></li><li>▪ <i>Olay Regenerist Daily Regenerating Serum, Fragrance Free</i></li><li>▪ <i>Olay Regenerist Deep Hydration Regenerating Cream</i></li><li>▪ <i>Olay Regenerist UV Defense Regenerating Lotion</i></li><li>▪ <i>Olay Regenerist Micro-Exfoliating Wet Cleansing Cloths</i></li></ul>
<b>AVAILABILITY</b>	<i>Olay Regenerist Micro-Sculpting Cream</i> will be available beginning July 2007 and can be found where Olay products are sold. For more information visit <a href="http://www.regenerist.com">www.regenerist.com</a> .
<b>PRICING</b>	Suggested retail price is \$24.99.