

# FOR IMMEDIATE RELEASE

Press Contact:

Dr. Aïcha Sebaa, Founder/Formulator

858.381.0424

info@drsebaa.com

## **Dr. Aïcha Sebaa Reveals Revolutionary ELIXIR for the Ultimate Skin Health** *– Natural Ingredients and Science Combine to Repair, Protect and Nourish Skin –*

SAN DIEGO, Calif., September 18, 2020 – Dr. Aïcha Sebaa, a leading doctor of East Asian medicine and clinical herbalist for women, has revealed a new elixir that promises to elevate the standard of skincare with its unparalleled combination of natural ingredients that leads to breathtaking, healthy skin. Designed to both delight and defend your skin, Dr. Sebaa’s ELIXIR replaces a medicine cabinet full of over-the-counter products with one refreshingly simple product that repairs, protects, nourishes and moisturizes.

Available in a limited-edition release, the ELIXIR is a powerful, silky serum made from carefully-curated botanicals and skin-protecting antioxidants of the highest quality. Using the best of what nature and science have to offer – including potent antioxidants, smoothing emollients and diverse phytonutrients – the superbly-sourced, skin-nourishing ingredients work together to repair and support the lipid barrier for the healthiest skin possible. Specific ingredients thoughtfully sourced by Dr. Sebaa include calendula, marula fruit oil, nigella seeds, date seed extract, milk thistle ester, pot marigold, schisandra and elderberry. The ELIXIR is the result of both ancient plant wisdom and modern technology that extracts the best skin-loving aspects of each ingredient, along with a highly-stable form of vitamin C and plant-derived collagen that plumps the skin.

“The future of skincare stems from the past,” said Dr. Sebaa. “This ELIXIR is made from the most natural, ancient ingredients for results beyond imagination, which work together to repair your skin while you sleep and also during the day when environmental stressors are a factor. With this ELIXIR, skin is plump, moisturized and nourished naturally, while also working against signs of premature aging.”

Dr. Sebaa’s ELIXIR Series includes a Fall/Winter and Spring/Summer formula, featuring

– more –

different ingredients that are seasonally-appropriate and consider the changing needs of skin due to environmental factors. She recommends using the ELIXIR before sunscreen during the day and as the final step of your skincare regimen at night, leaving your skin with a gorgeous, protecting glow. It can be used effectively alone or layered under makeup for a fresh, dewy complexion.

The road to developing the ELIXIR came from Dr. Sebaa's own personal experience that began in her adolescence and through her father's aging process. After her first trip to a dermatologist to combat cystic acne as a teenager, she walked away with two prescriptions, a long list of potential side effects, and no insight about natural remedies. Around the same time, she noticed her father's aging skin was suffering at the healthcare facility where he resided. His sensitive skin was being affected by the facility's cheap creams, leaving it dry and irritated. Having been fascinated by the healing properties of nature since childhood, Dr. Sebaa decided to harness that power for herself and her loved ones. Using fresh, natural ingredients she discovered to have skin-loving properties, she began formulating her own creams and serums.

Fast forward to her life now as a mother, and the evolution of her professional career as a clinical herbalist and cosmetic formulator, Dr. Sebaa never forgot the healing powers of those natural ingredients. As a busy mother and professional, she wanted to create a powerful product that simplified her skincare regimen without compromising her skin health. Armed with years of insight and training, she combined her love of nature and knowledge of science to develop her ELIXIR. She now successfully treats women with her own formula – the result of years of meticulous sourcing, careful consideration of ingredients and a true passion for the final product.

Dr. Sebaa's ELIXIR is available online through Dr. Sebaa Skin Co., at <https://www.drsebaa.com/shop>. Limited quantities of the Fall/Winter ELIXIR are available through pre-order only, ensuring a fresh order that has not experienced any shelf time. Availability of the Spring/Summer formula will be announced in Spring 2021.

**About Dr. Sebaa Skin Co.**

Led by leading East Asian doctor of medicine and clinical herbalist Dr. Aïcha Sebaa, Dr. Sebaa Skin Co. is an emerging brand that is elevating the standard of skincare. Utilizing the best of what nature and science have to offer, her ELIXIR Series is comprised of thoughtfully-sourced, natural ingredients that celebrate ancient plant wisdom for the ultimate in healthy, glowing skin. Learn more about Dr. Sebaa Skin Co. at <https://www.drsebaa.com/ethos/>.

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