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LOCAL SKIN CARE EXPERT'S ANTI-AGING SERUM RECEIVES NATIONAL RECOGNITION

Dr. Rucker's Tri-Peptide Cell Activator featured in nation-wide magazine NewBeauty's BeautyReport

EAU CLAIRE, WISCONSIN – The Enza Essentials skin care line, based out of Eau Claire, WI, is excited to announce their product feature in the national beauty magazine *NewBeauty's* issue of *BeautyReport*. This second edition of the *BeautyReport* features the hottest beauty products in the market and is the go-to for beauty enthusiasts everywhere. The Tri-Peptide Cell Activator is an anti-aging serum clinically tested to reduce and change the type and aspect of wrinkles that add years to one's appearance. Enza Essentials was originally founded by local plastic surgeon and skin care expert, Dr. Joseph W. Rucker.

Dr. Rucker, board certified cosmetic and reconstructive surgeon, developed the skin care line in 1993 with the understanding that every woman's skin is unique and needs formulas designed with their specific skin type in mind. While developing his skin care line alongside several dermatological chemists over 18 years, Dr. Rucker discovered and combined stem cells with *palmitoyl tripeptide-3*, a growth factor booster, to create his revolutionary Tri-Peptide Cell Activator.

By using the highest-quality and carefully-selected ingredients, the Tri-Peptide Cell Activator – along with the entire Enza Essentials skin care line – promises to deliver results. "With Enza Essentials, my patients are able to slow down the appearance of aging, counteract the effects of acne and retain a vital, healthy glow," says Enza Essentials skin care founder, Dr. Joseph Rucker.

“[The Tri-Peptide Cell Activator] is especially good to use before bed because it boosts the skin cell renewal action that happens while you sleep,” say the *NewBeauty BeautyReport* editors. “It also has a calming lavender scent, which is a known sleep-enhancer.” *BeautyReport* editors had the opportunity to use the Tri-Peptide Cell Activator and experience the product’s properties to replenish collagen, reduce wrinkles, and aid in skin’s damage repair.

“Our skin is the most important thing we see” continues Dr. Rucker, “and I am often asked ‘Is there a way to reverse the skin aging process?’ My answer: definitely.” With Enza Essentials’ Tri-Peptide Cell Activator, there is a way to “turn the clock backwards” on aging according to the celebrity skin care consultant. “The beauty of stem cells is they’re able to morph into whatever your skin needs,” stated Kristine Rucker, President of Enza Essentials. “These stem cells boost and generate collagen and elasticity.”

The latest issue of the *NewBeauty BeautyReport* is set to be on newsstands November 21st.

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ENZA ESSENTIALS is an affiliate of RUCKER MD. The Enza Essentials skin care line, developed over the past 30 years by top cosmetic surgeon Dr. Joseph Rucker, has received national recognition for its revolutionary anti-aging serum, the Tri-Peptide Cell Activator. Enza Essentials skin care products are designed to deliver carefully formulated results, addressing the unique concerns of women with any skin type. Visit www.enza.com for more information.