



the new children's museum

news release

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GO FROM DRAB TO GLAM WITH THE BEAUTY WORKOUT HOLIDAY BOOT CAMP

National Kick-Off, November 1 at The New Children's Museum in San Diego

October 2, 2009—San Diego, California—A Boot Camp that creates positive change and doesn't leave you breathless? Broadening your mind without breaking a sweat? What sounds impossible is very possible this November during the Beauty Workout Holiday Boot Camp. And, even better—San Diegans are the first to experience this national movement!

"The Skin Authority team and our spa partners in Southern California are so excited to kick-off the Beauty Workout Holiday Boot Camp in our beautiful hometown at The New Children's Museum's amazing facility," said healthy skin lifestyle expert Celeste Hilling. Hilling is also the CEO of Carlsbad-based Skin Authority, the organizer of the Boot Camp. "San Diegans are known for being healthy, and on November 1, the team of Boot Camp experts will enhance these healthy lifestyles through the affordable, interactive and fun Boot Camp events. So, gather your friends and share in celebrating how amazing you can be!"

Held at The New Children's Museum on Sunday, November 1 at noon and 2pm, leading lifestyle experts will teach you how to make every dollar count when it comes to beauty, skin care, fitness, healthy eating, etc. In fact, for less than the cost of four people going to McDonald's, the Boot Camps teach the skills to go from drab to glam in 30 days.

Rachel Teagle, The New Children's Museum Executive Director added, "We are thrilled to work with Skin Authority and their spa partners to help San Diegans, especially busy parents, invest in their own health and well-being. The New Children's Museum believes that healthy bodies foster active minds, and that family time together is a key contributor to happiness and balance."

Boot Camp coaches will take participants through four training "circuits" incorporating focused, educational tools and cost-effective, daily routines to be used at home:

- ▶ Vital Nutrition—Tastings of easy, affordable, skin-healthy cuisine and nutritional drinks complete with recipe cards. Also includes topical, antioxidant applications for skin nourishment
- ▶ Lifestyle—Beat the aging effects of stress through interactive demonstrations and simple at home techniques for relaxation
- ▶ Beauty Savvy—Treatment tips and professional secrets shared in interactive demonstrations
- ▶ Home Routine—Break your daily regimen down to three easy steps that are professionally prescribed for each person's unique needs

In addition to the one-on-one education offered during the Boot Camp, for an econo-chic \$45, guests will also leave with a one-year subscription and current issue of *Spa*, a \$25 retail certificate redeemable at the event for Skin Authority products, entry into a drawing to win a spa trip for two, take-home Beauty Workout package and a personal skin care coach. **Registration is open for the November 1 Boot Camp at The New Children's Museum.** To make a reservation, please visit www.skinauthority.com/holiday-boot-camp or call 1 866 325 SKIN, option 4.

ABOUT THE NEW CHILDREN'S MUSEUM

The New Children's Museum (NCM) is an innovative community resource that provides in-depth arts experiences to San Diego's families. Located in an architecturally striking green building, NCM is a model for a new kind of museum experience. Blending elements of art museum, children's museum, and community center, NCM brings families together in a rich educational environment that allows for mental and physical stimulation, all through the medium of art. More at www.thinkplaycreate.org.

ABOUT SKIN AUTHORITY

Skin Authority is the leading skin care lifestyle company. Through professional guidance and coaching, powerful and pure products, and profound professional treatment experiences, Skin Authority helps individuals make healthy choices daily to ensure a lifetime of youthful, radiant skin. Skin Authority is available exclusively at nearly 100 leading spa partners as well as online through www.skinauthority.com.