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## **Urth SKIN SOLUTIONS FOR MEN GETS INDUSTRY ACCOLADES AND INCREASES DISTRIBUTION**

*urth SKIN SOLUTIONS FOR MEN wins Best Facial Cleanser recognition in Instinct Magazine's 2006 Male Grooming awards.*

/24-7PressRelease/ - LONG BEACH, CA, December 22, 2006 - "As a grooming guru, I try hundreds of products a year and urth is on my hot list. "I'm impressed by the tightly targeted line's use of Asian herbs, botanical extracts, and multivitamins in their formulas. It gives guys' healthy skin that looks as great as it feels" said Tyler Steel, Grooming Editor, Instinct Magazine.

According to Mike Wood, Instinct's Editor in Chief, "Many products come across my desk. But I can say, without reservation, that the urth line is one of the best I've ever tried on my sometimes-sensitive skin," he continued. "If you want your skin to look good and feel great, urth is the simple solution -- I rate it five stars out of five."

urth is also a finalist for Best Face Wash, Best Shave Cream, Best Face Scrub and Best Face Moisturizer; as well as for Best Product Line in MenEssentials 2006 Consumer Choice Awards, based upon nominations by MenEssentials' customers. Awards will be announced in January 2007.

With growing industry accolades, urth has successfully increased sales and expanded its online distribution beyond its own web site, by adding the following on-line retailers: MenEssentials.com and Detailsformen.com. Mugonline.com and Mugonline Store in Tempe Arizona will become retail partner beginning in 2007.

In the luxury resort arena, urth has recently added The Breakers Palm Beach (FL), one of America's legendary resorts, to its portfolio. Sea Island Georgia, another luxury destination resort will be added in early 2007.

"The urth brand delivers on the promise to satisfy man's quest for great-looking, healthy skin. All of the formulations use the best ingredients available on the market today and our customers are telling us that their skin has never looked better. We highly recommend the brand to all of our guests at detailsformen.com" said Dennis Staufenberg, Detailsformen.com's President.

Bob Mah, President of urth, commented, "We are incredibly pleased with the success we have achieved in a relatively short period of time, having only launched urth this past August. Our goals moving forward in 2007 are two-fold: to increase our product portfolio by formulating effective new products with multiple benefits, using only the finest ingredients; and secondly, to expand our US retail distribution channels and those in key international markets," Mah continued.

"To expand our reach into spas, urth has engaged the representation of Jeune Fusion, as they have sales associates across the US and are the experts in selling upscale brands within the resort, spa & medspa industries. With our botanical formulations, the men's spa market is a natural for the urth brand."

urth SKIN SOLUTIONS FOR MEN specializes in developing and marketing botanical based grooming products for men. For further information, please contact us at 562-608-8258 or E-mail [pr@geturth.com](mailto:pr@geturth.com).