



For Immediate Release

MEDISCA LAUNCHES REVOLUTIONARY CUSTOMIZED SKINCARE LINE BLEND & BOOST™

Montreal, Quebec – April 7th, 2015 – MEDISCA is proud to launch **Blend & Boost™**, its innovative, patent-pending, customized skincare line truly tailored to suit personalized needs. The product line was launched at the West Edmonton Mall Medical & Esthetic Clinic directed by Dr. Neeraj Bector, the first physician to offer this exclusive line.

*“According to market experts, the customization trend is set to reshape the cosmetic world in the upcoming years. Consumers have long been searching for a tailor-made skincare solution and **Blend & Boost™** embodies that solution,”* says Panagiota Danopoulos, R&D Manager.

Customization and Multifunctionality

Blend & Boost™ is MEDISCA's new skincare product line made-to-measure according to clients' unique skin needs by blending a variety of cosmetic active boosters with advanced cream formulas. This high quality line is backed by the latest innovations in cosmetic science and dermatology. **Blend & Boost™** is offered exclusively to healthcare professionals and is only made available to their patients once they have undergone a professional deep skin analysis. The finished product is the first of its kind in cosmetics: a truly tailored and multifunctional solution specific to individual needs, regardless of age or gender, based on MEDISCA's philosophy of customized care.

*“The **Blend & Boost™** concept is, from a skincare perspective, everything we have been looking for. The most difficult thing for patients is to know what their skin really needs and how to find the right product. **Blend & Boost™** allows us, for the first time, to give patients a proper, comprehensive skincare solution”* says Dr. Neeraj Bector.

The **Blend & Boost™** launch was a tremendous success, hosting both Dr. Bector's patients and industry bloggers. The high-energy crowd brimmed with excitement and interest for this innovative and one-of-a-kind customized skincare line.

Visit www.blendandboost.com to find out more.

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About MEDISCA

MEDISCA is an industry leader in customized cosmetics and for over 25 years has been committed to providing the compounding community with the highest quality fine chemicals, compounding supplies and solutions. Founded in 1989, MEDISCA now has several offices throughout United States, Canada and Australia.

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YOUR SKIN. YOUR *Solution.*