



Merlot Skin Care Celebrates 10 Years of Beautiful Skin

Natural grape seed-based brand reaches a milestone in 2011

El Paso, TX ([PRWEB](#)) October 21, 2010 -- Merlot Skin Care, the best-selling natural grape seed-based skin care brand, today announces the kick-off of their 10 year anniversary celebration. For a decade [Merlot Skin Care](#) has developed gentle, good-for-you beauty products, each packed with the power of natural grape seed antioxidants. Merlot's 10 year celebration will run throughout 2011 and includes special new packaging and three new product launches.

Merlot Skin Care has been the go-to brand for skin care innovations since the release of their first product, Merlot Natural Grape Seed Moisturizer, an ultra lightweight anti-aging facial moisturizer. While the line has grown to include 18 products, including a Purifying Peel Off Mask and a Hydrating Toner, the signature Merlot Moisturizer continues to be the line's most popular offering. "Merlot is a brand that knows the power of natural grape seed antioxidants can be used to achieve beautiful skin," said Wayne Beckley, Founder and CEO of Merlot Skin Care. "We are proud that our Moisturizer has become a staple of so many women's daily beauty routines."

Merlot is a family-run brand committed to innovative skin care products. Merlot has carved out a niche with consumers who want to maximize their beauty budgets and who value the latest skin care innovations. For 10 years the Texas-based brand has maintained a commitment to cruelty-free products made in the USA. In 2006, Merlot launched Moonlight Radiance Night Cream, a breakthrough formula combining hi-tech peptides to aid in wrinkle reduction and skin firming. A year later, Merlot followed up with the release of a Hand Cream Plus Sanitizer, a moisturizing hand cream with a built-in germ-fighter.

"Being a small company allows us to bring products to market quickly," Beckley said. "We're excited to continue to innovate 10 years later."

Merlot has three new products for 2011:

- **3-in-1 Blemish/Acne Treatment**
Say goodbye to an expensive multi-step beauty routine and hello to Merlot's simple all-in-one solution to clear skin. Merlot's 3-in-1 is a cleanser, toner, and powerful blemish treatment all in one bottle. It's an easy-to-use economical alternative to costly time-consuming kits. Retail price: \$17.
- **Body Butter**
Skin gets a boost with this outstanding formula whose natural grape seed antioxidants help keep skin protected against environmental pollution. Retail price: \$9.99
- **Chin Up Neck Firming Cream**
Tighten and firm skin in the chin and neck areas with this breakthrough anti-aging formula. It's an easy-to-apply solution to improve skin tone and elasticity. Retail price: \$12.99

Merlot produces simple, easy to use, gentle beauty products. For 10 years Merlot Skin Care has delivered skin care innovations to help women look and feel their best. Their good-for-you philosophy maintains that customers can look like a million bucks without spending that much.



Merlot's use of powerful natural grape seed antioxidants has inspired enthusiasm from beauty bloggers, editors, and thousands of satisfied customers for a decade. Merlot's new purple and gold packaging will hit shelves in early 2011.

Merlot products are available at Walgreens, Ulta, and merlotskincare.com

About Merlot Skin Care

Created and developed by Wayne Beckley, the Merlot Skin Care line utilizes the power of natural grape seed antioxidants to fight free radicals – the particles generated by smog, pollution, and harmful UV rays that routinely damage our skin. All products are made in the USA. No animal testing.

Merlot Skin Care is based in El Paso, TX.

Visit us online: www.merlotskincare.com

By phone: 1-800-738-0256

Media contact:
Nicole Beckley
915-433-2327

###



Contact Information

Nicole Beckley

Merlot Skin Care

<http://www.merlotskincare.com>

915-433-2327

Online Web 2.0 Version

You can read the online version of this press release [here](#).