



News Release

MSCEE Skin Care, Inc.
P.O. Box 381113
Clinton Twp., MI 48038
(586) 648-8286
www.msceeskincare.com



Corliss Barnes-Darnell
MSCEE Skin Care Founder

Contact:

Corliss Barnes-Darnell
office@msceeskincare.com

MSCEE Skin Care Enters Mass Distribution Market

April 5, 2005- Detroit, Mich. - MSCEE Skin Care, Inc., a woman-owned, certified minority business enterprise, recently landed a contract to be included on the AAFES.com (Army & Air Force Exchange Service), which provides merchandise and services to military personnel around the world.

“We provide a unique line of Emu oil-based skin care products,” said Corliss Barnes-Darnell, CEO and founder of the Detroit-based company, who worked for several months to negotiate the agreement. “It’s a very exciting venture. Any military person with a military ID can access and shop at AAFES.com.”

MSCEE Skin Care is the exclusive distributor of Oil of Kasuari, the brand name for its 100 percent Emu oil. The line includes a Replenishing Moisturizer Face Cream, Clean-E-Cee cleanser and Make-up Remover, Magnolia Blossoms Hand and Body Moisturizer, Facial Masque, Shav-E-Cee After Shave Gel and Shaving oil and its most popular product, podiatrist-recommended Absolutely Fabulous Foot Cream & Soak.

“Intrigued by the interesting combination of Tea Tree oil and Emu oil with a complement of well-known homeopathic ingredients in her ‘Absolutely Fabulous Feet’ foot cream, I decided to give the product a trial in my office,” said Dr. Thomas Bifulco, D.P.M. from Sterling Heights. “The response was overwhelmingly positive.”

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Those seeking vibrant skin can find MSCEE Skin Care products both on the Internet and in stores, Barnes-Darnell added. A dozen retailers and medical clinics carry MSCEE Skin Care products, including Russell's Pharmacy in Detroit, Westside Pharmacy of Detroit, Nutri Foods of Royal Oak and Tawas Foot Clinic in Tawas, Mich. The addition of MSCEE products to the AAFES web site allows the company to reach a mass distribution market in the U.S. and beyond.

"Emu oil is the key ingredient of MSCEE skin and foot care products," said Barnes-Darnell, resident of Macomb County. "Many years ago, the Australian Aborigines discovered it had a powerful remedy with a broad range of applications. It was used to help relieve minor aches and pains and healing wounds quicker to protecting skin from harsh elements."

Barnes-Darnell developed her products, preparing and processing them, in state-approved facilities that exceed national and international guidelines. Founding her business in 1997, Barnes-Darnell has continued to build up business, receiving an Export Achievement Certificate from the U.S. Department of Commerce in 2004.

"We are dedicated to helping our clients feel good about their skin and we are committed to their success in achieving healthy, radiant skin," Barnes-Darnell concluded. "I'm happy that we are accessible to those serving in the military and can provide quality skin care products."

MSCEE Skin Care Company is a certified woman-owned and minority business located in Detroit, Mich., that provides a unique line of Emu Oil-based skin care products. For further information call 313-921-8173 or go to www.msceeskinicare.com.

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