

**LEAF & RUSHER® SKINCARE ANNOUNCES ITS NEWEST PARTNERSHIP WITH  
THE FOUR SEASONS HOTEL IN BEVERLY HILLS –  
AND NEW PRODUCT LAUNCH: Tx5™ INTENSIVE SERUM**

**Beverly Hills, CA** - The expert team at Leaf & Rusher Skincare has announced its newest partnership with The Four Seasons Hotel in Beverly Hills. “We are excited at this great opportunity to partner with one of the most well respected and luxurious hotels in the world,” said co-founder and President Dr. Norman Leaf.

The partnership also marks the launch of Leaf & Rusher’s latest skincare creation. “We are proud to be launching, in conjunction with The Four Seasons, one of the most active and advanced skin treatment products available today – our *Tx5 Intensive Serum*,” said Dr. Leaf.

The *Tx5 Intensive Serum* continues the tradition of the Leaf & Rusher philosophy: to create simple, yet powerful formulations using the most advanced natural and medical grade ingredients and technology available today. The new *Tx5 Intensive Serum* joins the ranks of the Leaf & Rusher Active Serum products. What’s the twist? “The *Tx5 Intensive Serum* has more than five times the strength of our original serum,” said Rand Rusher, co-founder of Leaf & Rusher.

The new formula contains a proprietary blend of soluble vitamins in a unique delivery system at five times the levels of the active serum for sensitive skin – working like a retinol product. “It’s like a mini face-lift,” said Rusher. It replaces the ever common, acid based peels found in many other brands. “This formula will not strip the skin or use harsh ingredients that may cause long-term problems,” said Rusher.

Other product benefits include:

- Clinically proven to improve absorption and retention of vital nutrients more than 40% at top levels (epidermis) and up to 5% in lower skin levels (dermis)
- More than 40% improvement in skin cells’ ability to protect skin from harmful chlorinated or treated water
- Improves skin’s ability to protect against cell damage caused by peroxides
- Improves skin’s ability to combat UV-B Damage up to 30%

- Helps to suppress DNA damage by UV-B rays and increase cell survival by more than 50%
- Noticeable increase in collagen synthesis by more than 50%
- Helps to reduce the appearance of spotting using lightening properties

Leaf & Rusher has created an exclusive ***Tx5 Intensive Serum*** Facial, offered exclusively at the Four Seasons Beverly Hills, which will give its clientele a unique facial experience leaving skin firmer, refreshed and visibly vibrant. “We are delighted to be part of this unique luxury skin care line,” said The Four Seasons spa Director Derek Hofmann. “Incorporating the ***Tx5 Intensive Serum*** in a customized Leaf & Rusher facial is like getting a ‘jump start’ on your skin’s appearance.”

***The Tx5 Intensive Serum*** facial will ignite the skin’s repair process through the proprietary blend of natural and medical-grade ingredients. Clients can continue the maintenance program as the spa will feature the range of Leaf & Rusher products for home use.



Rand Rusher



Dr. Norman Leaf

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