

feedmyskin Launches Spring 2010 Line of Fresh Chilled Skin Care Goodies at Patricia Field April 25th

New York, NY (April 19, 2009) Oscar nominated fashion maven, Patricia Field has invited up and coming skin care guru, Corene Hejl, to celebrate the official **feedmyskin** product launch at the Patricia Field flagship boutique in NYC on Sunday, April 25, 2010. **feedmyskin** is a new gourmet skin care company featuring FROZEN, single serving products that are made fresh daily by happy people using time-tested, all-natural ingredients.

The Sundae Sunday event will be an interactive experience designed to satisfy the skin's appetite. Come in and "Show Us Some Skin," bare as you dare and receive **feedmyskin's** ultimate, made fresh, chilled body polish. Choose from a variety of skin nourishing toppings to complete this fantastic treat. Have your picture taken and be entered to win **feedmyskins'** "Fresh Delivery"—a monthly assortment of body treats and goodies delivered right to your door for an entire year. Come as you are and bare as you dare!

Hejl set out to become the coolest name in cosmetics by taking the advice of top beauty editors, who for years have been advising women to take advantage of what Mother Nature has to offer. **feedmyskin** makes taking all that great advice effortless. No preparation. No mess. No hassle. Frozen products allow the use of fresh ingredients without all the preservatives and single serving, well, that's just pure genius. Simple and fresh solutions from the people who know beauty is what **feedmyskin** is all about.

"Where better to launch this revolutionary skin care line than PFB, whose unique and innovative style has shaped fashion as we know it today. I couldn't have dreamed of a more fabulous place for **fms** to make its big debut," said Hejl. Dennis Bernard of Patricia Field is equally excited about the upcoming event, "The concept is great and the packaging and product itself is amazing."

**Sundaes on Sunday at Patricia Field this Sunday, April 25th at 1:00pm
302 Bowery New York, NY 10012**

Media: RSVP for a special media gift pkg at the event!

www.FeedMySkin.com

feedmyskin
A COOLER KIND OF SKIN CARE