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FIRST CLINCALLY-TESTED EYEBROW SOLUTION EXPANDS TO BEAUTY CONSUMER MARKET

EES – Essential Eyebrow Solution®, originally formulated to preserve eyebrow hair for cancer patients, gains traction with beauty consumers seeking fuller brows.

Auburn Hills, MI (May 1, 2017) — EES-Essential Eyebrow Solution®, the only clinically-tested cosmetic eyebrow formula on the market proven to help combat eyebrow thinning, is expanding its core medical audience to include general beauty consumers.

Using a patented, paraben-free formula comprised of botanical black cohosh, EES provides consumers with a natural solution to promote stronger and fuller eyebrow hairs. A recent EES clinical trial published in *PRIME International Journal of Aesthetic and Anti-Ageing Medicine* demonstrated that 91% of the 117 enrolled participants retained 50-100% of their eyebrow hair while undergoing chemotherapy treatment, despite experiencing full body hair loss

elsewhere. Interestingly, many of the participants in the EES clinical study reported their eyebrows appeared to be stronger, fuller, and more supple than before using the EES solution.

These findings underscore EES's efficacy for general beauty applications, which have been shown to support eyebrow fullness and suppleness. According to the market research firm NPD Group, eyebrow makeup is tracking as the fastest-growing category in higher-end "prestige" makeup, as consumers look to achieve bolder brows. Still, unlike scalp and lash hair, eyebrow hair is harder to "fake," lacking options for extensions. Real brow hair also needs to be present for brow makeup to work and blend more effectively.

"Eyebrows are essential to the expression of emotion and the framing of one's face," stated Renata Marie Vestevich, founder of RMV Trademarks, LLC, the manufacturer and distributor of EES. "For beauty consumers - as well as those experiencing eyebrow hair loss due to aging or medical treatments - fuller brows are empowering. We wanted to create something that would help people regain and maintain their natural beauty and confidence," added Vestevich.

Awarding-winning author Renata Marie Vestevich is also the owner and director of Advanced Hair Solutions, LLC, in Auburn Hills, Michigan. Her career covers a 30-year span in cosmetology and the hair replacement industry. After 10 years as a successful salon owner, she faced a personal struggle when her sister-in-law battled leukemia and subsequent hair loss during her chemotherapy treatment. That experience led her on a dedicated path of helping men, women and children struggling with the emotional challenges of hair loss.

RMV supports the work of the Look Good Feel Better® Foundation, a public service program that teaches beauty techniques to people with cancer to help them manage the appearance-related side effects of treatment.

ABOUT EES

RMV Trademarks, LLC, recently launched EES Essential Eyebrow Solution, a patented, topical formulation that is applied cosmetically to address eyebrow thinning. Infused with the natural botanical black cohosh, EES has been shown to support eyebrow fullness and suppleness. RMV is dedicated to helping women and men retain their confidence and vitality through highly specialized, wholesome products for everyday use.

EES is available online in two sizes. The 1-ounce bottle offers a generous 3-month supply (applied twice a day) and retails for $90.00. The 2-ounce bottle offers a generous 6-month supply and retails for $135.00 (a 25% savings). Free shipping applies for all U.S. orders.

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