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## NEW YORK BASED COMPANIES SELECTED FOR OSCAR SWAG BAGS

**NEW YORK/MARCH 3, 2010** -- When the world's most talented actors gather at the Academy Awards® this Sunday, March 7, for recognition as the best in their craft, many of these same celebrities will receive prized gift baskets with products carefully chosen from thousands of entries. Hollywood Baskets announced the selection of Manhattan-based Madison Skin & Laser Center and Briarcliff Manor based DellaCura for inclusion in the "Celebrity Swag Bags" given to the top presenters and nominees for the 2010 Academy Awards. Led by Dr. Stacey Silvers and a team of experienced nurses and aestheticians, the Madison Skin & Laser Center offers cutting-edge, non-invasive procedures to quickly and effectively transform skin and handle tough aging issues while DellaCura is a unique skincare line with a boutique following.



Dr. Stacey L. Silvers is one of the most respected plastic surgeons and otolaryngologists in the New York tri-state area. Selected for inclusion in **America's Top Physicians** and **America's Top Surgeons**, Dr. Silvers was trained at both Albert Einstein College of Medicine and Boston University School of Medicine. In 2009 she established

Madison Skin & Laser Center to provide her clients with the most advanced, state-of-the-art medical technology and products from experts they can trust in a comfortable and friendly environment. Dr. Silvers is known for her unique passion for helping her clients look younger and healthier. Her practice treats more than 5,000 patients each year.

Her services were selected for inclusion in the coveted Oscar Swag Bags along with unique Westchester based DellaCura skincare line which she represents. Services provided by Dr. Silvers and her staff for both men and women include: Botox®, dermal fillers, laser hair removal, laser resurfacing and microlaser peels, photorejuvenation using Intense Pulsed Light technology, skin tightening, laser spider vein removal, microdermabrasion, and chemical peels. A customized skincare plan is developed for each individual based on their specific skin needs and the desired results. The office is now booking Botox parties for those who want to treat themselves to a skincare make-over and social event.

For more information about Madison Skin & Laser Center located at 161 Madison Avenue, call 212-686-SKIN.

Lisa Manuele is the president of DellaCura based in Briarcliff Manor. She started the company in 2006 after traveling around the world on business and looking for unique apothecary products to bring home. The result was her desire to create an all natural skin care line that would be plant-based and truly be different than the mass-marketed skin care products available in most pharmacies in the U.S.

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"For centuries, essential oils have been recognized for their healing and restorative powers. DellaCura harnesses these powers and goes one critical step further. This step - and the secret to our success - is DellaCura's unique delivery system. Every ingredient we use has a molecular structure that is smaller than the molecular structure of the outer layer of the skin. The result is that all of our ingredients are able to penetrate the skin's epidermis and reach the cellular level where healing actually begins," stated Lisa Manuele.

To understand why this product is so unique, just read the packaging of any skincare product you find in a local drug store. Nearly all are water or petroleum based; these ingredients, which often constitute up to 99% of a product's formulation, are incapable of penetrating the skin's outer layer because of their large molecular size. So instead of providing nourishment, they merely coat the skin's surface. That means most commercial products contain just 1% active ingredients. By contrast, DellaCura ingredients are 100% active, promoting faster healing and nourishment and healthier cell renewal.

Ingredients vary depending upon which product is used, but they include Sweet Almond Oil, Lavender Oil, Evening Primrose Oil, Carrot Seed Oil, Rose Pure Oil, Avocado Oil and Tea Tree Essential Oil as well as several other natural ingredients.

"While some people are a little fearful of trying an oil-based product, once they understand that this is not mineral oil or rock-based oil that will not penetrate your skin, but rather a plant oil that has the ability to be absorbed, they usually try it and are hooked. Most of my customers say they cannot believe how radiant their skin is and how silky it feels after just one use," states Manuele. The line includes Repair for daily use, Fall & Winter Rescue (a winter moisturizer), Men's Facial Repair (for before and after shaving), Body and Massage Oil, and Acne Therapy and each comes marked with an expiration date to ensure that the product is used when it is fresh and can be best absorbed by the skin.

Currently DellaCura is available on-line, through a few area medical offices as well as through Madison Skin & Laser Center in Manhattan. For more information, visit [www.DellaCura.com](http://www.DellaCura.com).

"The Four Seasons looks for high end products that are fresh, upscale and different. Hollywood Baskets was delighted to have found DellaCura and Dr. Silvers and have their products and services included as the Cosmetic & Body product in the Swags for the Four Seasons Hotel," states a spokeswoman for Hollywood Baskets.

While the list of this year's presenters is a closely guarded secret, last year's Oscar presenters included Halle Berry, Zac Efron, Will Smith and Nicole Kidman, among others.

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