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## What Will Women Give Up for Skin Health?

*New ZO Skin Health Survey Reveals American Women's Views on the Importance of Healthy Skin*

As the classic saying goes, "You can never be too rich or too thin." However, it seems American women would rather look younger than be rich or thin. A recent poll commissioned by ZO Skin Health and reveals that on average, women would be willing to **spend more on a facial care system that would make them look 10 years younger than they would on a diet program that would make them lose 10 pounds.**

The survey, which was conducted among 1,131 U.S. adult women by Harris Interactive, reported how much women care about the overall health and condition of their skin, particularly their face.

Even in a time when many women have cut back on discretionary spending, they are willing to spend on a facial care system that they believe will be effective at making their skin look younger and healthier.

"Results, results, results. At the end of the day, that's all that matters. Women are fed up with products that don't work, that make empty promises and bogus claims. What counts are the active ingredients and their concentrations," says Dr. Zein Obagi, board-certified dermatologist and creator of ZO Skin Health.

Some of the products and services—like peels, injections, lasers, creams and machines—can be pricey, so overall spending has shifted away from procedures that are new and trendy, in favor of products that are proven effective.

The ZO Skin Health survey also revealed that women **think about the health and condition of their skin more often than they think about their love life.** About two in five women (43%) think about the health of their skin always or often, which is more often than they think about their **relationship status** (39%) or **cardiovascular health** (33%).

This is not surprising to skincare maverick Dr. Zein Obagi, who has been championing the importance of healthy skin throughout his 25-plus year career. Even in a recessionary economy, lipstick and cosmetics sell very well—presumably because women still like to look good, and they spend on affordable luxuries. "You can't solve all of the world's problems, but you can take care of yourself," he said.

Best known for his original anti-aging skin care line available only through physicians, Dr. Obagi has now developed a skin care line that features products with high concentrations of active ingredients and time-released retinol, which has been proven to be the only topical skin care ingredient proven to reduce the signs of skin aging.

"I created ZO Skin Health, for those who want a system that really works for aging skin," says Dr. Obagi.

The 15-product ZO Skin Health line ranges from \$45.00 - \$325.00 and is available at [zoskinhealth.com](http://zoskinhealth.com), select Nordstrom stores and [Nordstrom.com](http://Nordstrom.com).

ZO Skin Health fights skin aging by combining high concentrations of active ingredients into luxurious formulas. Developed by world-renowned dermatologist Zein Obagi, MD, the results-driven product line visibly improves skin health by stimulating cellular function. Dr. Obagi's thirty years of experience and creation of a leading physician-dispensed skincare brand presented him with the vision to create ZO Skin Health, the confluence of Rx thinking and cosmeceutical labeling and the only cosmeceutical line developed by a physician who has dominated the anti-aging Rx arena. For more information, visit [ZOSkinHealth.com](http://ZOSkinHealth.com).

### About the 2008 ZO Skin Health survey:

The survey was conducted online between August 1 and 5, 2008 among 1,131 adult women ages 18+. These online surveys are not based on probability samples and therefore no estimates of theoretical sampling error can be calculated. For complete methodology, including weighting variables, please contact Ivy Cartagena or Danielle Hawkes.

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