

FOR IMMEDIATE RELEASE:

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Moxie for Men Spa Line Featured at Top Private Clubs Trump National, Westchester Selects Product Line for Spa

Elk Grove, CA, May 30th, 2006 —MOXIE for men, a California-based luxury skin care products line, has been selected as the preferred product for the spa at Trump National Golf Club, Westchester, New York.

With men spending \$8 billion last year on spa products and services, it was only a matter of time before a premier selection was developed. The MOXIE for men line contains a unique “cocktail” of natural extracts called REGENERADE. This mixture is blended into each product, and is designed to provide skin nutrition, environmental shield, skin defense, and antioxidant benefits.

In addition to MOXIE for men shaving and skin care products, Trump National will also feature professional facial treatments in the spa rooms, which are designed specifically for a man’s skin properties and are available in a choice of deep cleansing or anti-aging versions.

“We’re honored to have our line of products and treatments available at such a prestigious facility” said Ryan Anderson, Founder and CEO of MOXIE for men.

Trump National Golf Club, Westchester, is among the most highly regarded private clubs in the metropolitan area. Its sensational clubhouse provides the ultimate setting for special events, member activities and relaxation while superb dining and recreation amenities in a singular location complete the experience. The club is located just 30 minutes from Manhattan in the heart of Westchester County.

For additional information or a sample contact MOXIE for men at info@moxieformen.com or call (949) 292-6525.

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About MOXIE for men:

MOXIE for Men is a new luxury skin care line designed especially for men. MOXIE for Men is the only skin care line available with REGENERADE™, a proprietary complex made up of a mixture of natural extracts from plants, minerals and fruits. These powerful ingredients when combined together provide the following targeted benefits: Skin Renewal, Free Radical Defense, Environmental Shield and Skin Nutrition. All products are blended, following the cold process of formulating that has maintained the true purity of the ingredients.

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