

FOR IMMEDIATE RELEASE

Derma Bright Clinic launches new service – Vancouver’s first Beer Facial!

Vancouver, BC, June 1, 2014 – [Derma Bright Clinic](#) (“Derma Bright”), a skincare clinic located on Vancouver’s west side, has launched a new facial service targeted at men. Designed to offer both a beneficial experience and a unique service that will resonate with men, Vancouver’s first “Beer Facial” is sure to be an interesting option as a Father’s Day gift.

“Beer has many properties that can benefit skin including cleansing, exfoliation, hydration, a bacteria killer (think acne) and it acts as a pH balancer leading to softer, smoother skin. Beer baths are very popular in many European spas. But we are sticking to the face and back by creating and offering this new facial, all in time for Father’s Day!” commented Derma Bright’s owner and operator, Estie Gonzalez.

Ms. Gonzalez approached the main Brewer at Granville Island Brewing (GIB), Vern, and requested some beer mash, the leftovers from the brewing process. Ms. Gonzalez explained “To this mash we have added some of our own ingredients and then a few ounces of GIB’s Robson St. Hefeweizen beer to create the mask. There are five core steps in our facial process and the mask will be added to the skin as step 3. It is left on the skin for several minutes followed by a facial massage and moisturizer application.”

Men are a growing segment in the spa and skin care market. “Our clinic specializes in skin, and though women make up our primary clientele, we are seeing more and more men come through the doors. We would like to see more of them so we wanted to offer more services targeted specifically to men. We launched our body program last month which includes relaxation massage, a service often popular with male clients. And now with the Beer Facial, we hope to entice more men to step through our doors and indulge!” Gonzalez continued.

Derma Bright is a known private, by-appointment-only oasis for skin treatments and has primarily targeted anti-aging and skin issues such as acne, dark circles, scars, brown spots and more using facials, peels and \$50,000 in non-invasive technology.

“This service will make a great gift idea for Father’s Day. Men can be a challenge to shop for and “experiences” are popular gift ideas; our Beer Facial will surely be both memorable as an experience and beneficial, and all designed for that special man in your life!” further commented Ms. Gonzalez who wrote a blog post for June entitled [“Beer Facial? What? The skin benefits of beer”](#).

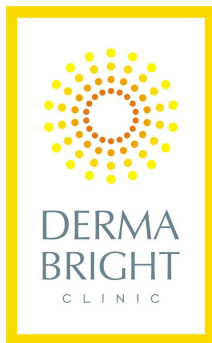
Derma Bright Clinic’s Beer Facial is priced at \$95.00 (plus GST) and can be purchased as a gift certificate.

For further information pls go to www.dermabrightclinic.com or call 604.259.8757 or mobile 604.306.7718.

ABOUT DERMA BRIGHT CLINIC

Derma Bright was established in Vancouver in 2012. The company is owned by Estie Gonzalez, who has been a consultant in the areas of marketing and human resources to a number of companies and sectors in Canada and Asia prior to starting her “well-being” company. Derma Bright was started in order to capitalize on the growing skincare industry and the trend towards non-invasive procedures. The company prides itself on its dedication to delivering superior customer service while offering top-of-the-line non-invasive skin care treatments.

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