

For Immediate Release

Media Contact:
Axel Poessy
Tel. (313) 887-5184
a.poessy@derjers.com

DERJERS INTERNATIONAL LAUNCHES PROVEN THERAPEUTIC SOLUTION TO HEALTHY HAIR

DETROIT, MI – (01/21/08) - The secret is out! Derjers International, an exquisite health & beauty applications manufacturer, proudly unveils the launch of its proven 3-Step solution to healthy hair and scalp: Rejuvé3. For decades, the secret formula has been trusted by hair care clinics and hair professionals, but is now made available to the public at a fraction of the cost of a hair clinic visit.

“It’s simple! Much like optimal plant growth requires good soil, the secret to beautiful hair results from proper care to your scalp”, said Axel Poessy, co-owner, Derjers International. “We are thrilled to educate the public about the secret to proper hair care as well as to provide them with this proven-effective cleansing system that sets the environment for healthy hair. Wait ‘til you try it!”

And it’s a fact. The Rejuvé3 therapeutic hair care line enables men and women of any hair type to obtain the luxurious, shiny hair they deserve. Upon discovering its multiple benefits, hair clinics have been recommending this dermatological formula as it has proven to:

- Ø **Prevent hair loss & stimulate hair growth**
- Ø **Remove chemically build-up, bacteria and debris**
- Ø **Fortify weak hair and scalp**
- Ø **Relieve dryness flakes and itching**
- Ø **Stop breakage and split-ends**
- Ø **Add volume, shine, leaving hair silky soft**
- Ø **Enhance overall health & manageability**

By targeting opposing hair extremes – from thinning, brittle, damaged hair to the most coarse, troublesome, frizzy tresses – Rejuvé3 rejuvenates hair unlike any other treatment on the market. It works at the cellular level, unclogging pores and stimulating blood circulation to the scalp which promotes healthy hair growth, while delivering nutrients and moisture to each hair follicle. Bursting with essential pro-vitamins, testimonies reveal the remarkable silky feeling the formula leaves behind.

This exciting easy 3-step regimen is composed of a renewing scalp cleanser, repairing shampoo and revitalizing conditioner that will be made available

through TV shopping networks, online, as well as exclusive salons and spas. Derjers International has plans to soon expand its quality brand outside of the US, with an initial focus on the Latin American and Canadian markets in response to high demand.

With features at prestigious 2006-2007 celebrity events including Superbowl Kickoff Parties, Latin Grammy Awards, BET Awards, and various media outlets, the premium line has managed to attract great industry buzz well before its release date. Insiders are not only ecstatic about the ground-breaking topical solution for men and women, but also about the unique business approach of its iconoclastic owners.

“We are a company without boundaries”, Poessy explains. “[Derjers] adopts an international perspective and creative abilities to do things different. As a matter of fact, in our world, one plus one is not two, but rather, ‘unlimited’. The passion, cohesive teamwork, precision, and confidence with which we proceed is a result of the ‘New World’ method of conducting business that we employ.”

And a distinct business model it is.

Derjers has established a noticeable company culture based on striving for excellence and a genuine interest in helping its clients, whereby team members are often heard saying “*Living the best days!*” and “*Receive without limits!*”. Distinguished as a “change-ready” company of innovation and empowerment, the company not only fosters a diversity infrastructure relying on the wealthy-knowledge base of its multicultural employees, but also employs the use of ‘flextime’ work policies in different geographical locations, and applauds women opportunities in the workplace where businesswomen lead several management positions.

Today, Derjers prides on confirming that where ethics and high employee morale thrive, success seamlessly follows. It distinguishes itself as an exemplary organization, being at the forefront of innovation, striving to bring only the very best to its worldwide customers.

About Derjers International

Derjers International is an innovative manufacturer of leading hair care, scalp treatments and body care formulas. We proudly deliver on the promise of quality products, utilizing state-of-the-art technologies to develop, manufacture and commercialize superior formulas that effectively address various health and beauty needs. We welcome you to visit us at www.derjers.com for up-to-date news and in-depth information about Derjers and its premium brands.

#