

A PLACE WHERE MEN'S GROOMING BECOMES AN

Art of Living



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FOR IMMEDIATE RELEASE

Gessato's Revolutionary Vision: Combining the Clinical and the Classical

New York Company Mixes Old-World Knowledge, Italian Style, and Scientific Rigor

Gessato Shaving Treatment Debuts for Father's Day

New York, NY (May 23, 2008) – Gessato, a New York based men's skin care company with roots in Italy, announced today that it will launch it's new Gessato Shaving Treatment on Father's Day (June 15). This treatment, like all of Gessato's other products, is an exclusive blend of old-world tradition and natural ingredients improved with the most scientifically advanced formulations.

The key active ingredient in Gessato Shaving Treatment (consisting of two products: pre-shave oil and shaving cream) is Usnea Barbata or "old man's beard." Usnea Barbata is a lichen, a compound of a fungus and an algae used by the ancient Greeks as medicines. The compound contains a natural antibiotic and was also used by tribes in China and Siberia to treat wounds and skin inflammations.

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Gessato Shaving Treatment embodies the company's deeply Italian character, especially the classical approach of synthesizing ancient wisdom and new technology (think Da Vinci and Marco Polo). And it's manifested in classic style—sparse and elegant, never frivolous; adaptation of vital traditions to contemporary life.

Gessato Shaving Treatment's active ingredients also include a variety of essential oils such as sunflower seed, avocado, meadowfoam seed, tangerine, and grapefruit. These ingredients were selected because of their bountiful array of vitamins, proteins, and other natural properties which provide a host of benefits to the skin. Avocado oil, for example, is a natural moisturizer; and sunflower seed oil is rich in oleic acids and vitamins A, D, and E, all of which are nourishing to the body and effectively treat dry, weathered skin.

Gessato Means Trust: Filling a Void in the Market for Men's Skin Care

The wide availability of high-end skin care products for men is a recent phenomenon. But men, unlike women, are generally unaccustomed to taking care of themselves on such a refined level, devoting the time, patience, and expense necessary to do it right. Consequently, men have become disoriented by the inundation of products. But everyone knows that quantity does not equal quality, and for all the skin care choices available today there hasn't been a reliable set of treatments that men can really trust. Now there is. Gessato products represent the highest quality at every level and are based on an exclusive blend of science and tradition. The company is built on a foundation of integrity—exemplified by Italian craftsmanship and its attention to detail—so men can feel confident that Gessato products will fulfill their skin care and grooming needs.

(more)

About Gessato

Gessato was formed in Italy in 2005, soon after Cristina Lanza, a cosmetics executive, and Davide Carbone, a graphic designer first met. The New York company grew out of Davide and Cristina's mutual love for their home country's style and culture. Both are from Biella, a city known for its world-class textile mills which produce fabrics for some of the leading fashion companies in Italy. The name Gessato means "pin striped" or literally "chalk striped," and was chosen to honor their native city.

Gessato's logo and packaging reflect the company's blend of old-world and modern influences. The noble lions of Italian royalty (symbolic of richness and strength); the minimal silver and white palette (representing peace and serenity); and the Latin motto, "Providentiae memor" (with gratitude for divine guidance) converge to represent the essence of Gessato's products and convey its vision to honor the past while looking to the future.

Other Products from Gessato

In addition to the Shaving Treatment, the Gessato product line includes a Face Treatment (cell regeneration complex in serum), as well as an Eye Treatment that features two products: restoring gel and maintenance cream.

Where to Buy Gessato Products

Gessato skin care products are sold only in select fine men's stores and luxury specialty stores across the United States (and through their online stores), as well as directly from the company's web site, Gessato.com [[LINK](#)] (which also includes a store locator).

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Dear Mary:

I would like to tell you about an exciting new product line from Gessato, an exclusive men's skin care company based in New York but conceived in Italy and owned by Italians. Father's Day marks the debut of **Gessato Shaving Treatment**, which includes two products: pre-shave oil and shaving cream. Gessato Shaving Treatment is part of the company's revolutionary new vision combining the clinical and the classical.

The products are unique formulations grounded in rigorous science, made from the finest natural ingredients, and manufactured through a sophisticated process. A key ingredient in Gessato Shaving Treatment is *usnea barbata*, Latin for "old man's beard." It is found in remote areas of China and Siberia and has been used for centuries by natives there to heal wounds and skin inflammations.

Science makes Gessato Shaving Treatment work, but its Italian essence makes it special. The products' classical elegance reflects an attention to detail that's distinctly Italian, rooted in the home country's rich traditions of expert craftsmanship and style-with- substance.

We thought Father's Day would be the perfect time to launch Gessato Shaving Treatment. It's an ideal opportunity for men to discover what women have long known, that taking care of their skin in small ways will reap huge benefits in years to come.

Please consider featuring Gessato Shaving Treatment in any pre-Father's Day or men's fashion items you publish.

The enclosed press release contains further information about Gessato and its products. If you would like additional information or a product sample, please contact me.

Thank you for your consideration.

Sincerely,

Adam Eisenstat