

# TwinLuxe launches cutting-edge uni-sex stem cell anti-aging moisturizer

BEAUTY PRODUCT LAUNCH FOR AUGUST FROM LA'S TWINLUXE | AUGUST 21, 2012 |

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Irvine, California-based [TwinLuxe](#) today announced its global launch of the [Anti-Aging SPF Moisturizer](#), a ground-breaking comprehensive all-in-one face treatment for all skin types that helps reduce visible signs of fine lines and wrinkles through the use of new advanced [stem cell](#) technology.

"Incorporating new technology plant and apple stem cells, along with a wrinkle filler and new Vitamin C derivative, into a TwinLuxe skin care product is very exciting for us. We want to develop the very best skin care solutions for our customers using the latest cutting-edge anti-aging ingredients," says Hubert Tsai, co-founder of TwinLuxe. "I've always disliked using facial sunscreens because they felt overly greasy and heavy. But now with our light-weight feeling anti-aging SPF 40 product, I can now stay young in

the sun with my face feeling protected, smooth, and moisturized without the oily mess."

The new moisturizer has the dual purpose of protecting skin from [damaging UVA/UVB sun rays](#) that cause premature aging and rebuilding cellular walls of the skin through high levels of antioxidants. The company claims it is also effective in reducing crow's feet around the eyes.

Founded in late 2010 by identical twin brothers Anthony and Hubert Tsai, TwinLuxe was launched as a men's luxury skincare and shaving brand. However, the introduction of its new Anti-Aging SPF Moisturizer marks the company entry into high performance skincare for both women and men.

"Many of our male customers have told us that their wives or girlfriends enjoy using the TwinLuxe skin care they've purchased, so it only made sense for us to develop a new product targeted to both sexes," says Anthony.

TwinLuxe Anti-Aging SPF Moisturizer, which is priced at \$48, is a non-whitening, non-[comedogenic](#), fragrance and paraben-free product that is sold locally at [Fred Segal in Santa Monica](#), and on line at [www.TwinLuxe.com](#).