



FOR IMMEDIATE RELEASE

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RELUMA SKINCARE IS OPENING ITS NEW STORE IN FASHION ISLAND

IRVINE, CA - Jan, 23, 2020 Reluma Skincare is pleased to announce the opening of its new store in Newport Beach, CA. The new Reluma Skincare store located at Fashion Island, will be open on February 20th, 2020. The new store stands out in its sophisticated and luxurious atmosphere and brings a unique technology to Fashion Island.

Fashion Island features exclusive specialty boutiques, premium department stores and a diverse assortment of restaurants and cafes with nearly 15 million visitors a year in Southern California. The approximate 988 square-foot Reluma Skincare store in Fashion Island, exclusively features Reluma products that range from facial cleanser to shampoo, which are formulated with Polypeptide Enriched Media produced using Invitrx Therapeutics proprietary Stem Cell Core Technology. This scientific approach to skin care has yielded remarkable results and earned Reluma a passionate and loyal customer base across the globe. Also, the store features two facial treatments rooms with a luxury customer experience.

Reluma Skincare was created by Invitrx Therapeutics, a leading pioneer in Regenerative Stem Cell Therapy which was founded by microbiologist Habib Torfi in 2003. Torfi, CEO of Invitrx Therapeutics, commented that:

“It is an honor to open our new store in the world-class shopping location, Fashion Island. We look forward to becoming a member of the local Newport Beach community and building Reluma’s brand reputation. Our store stands out with its sophisticated and luxurious atmosphere and brings a unique technology to Fashion Island.”

Reluma products were designed utilizing Stem Cell Core Technology to rejuvenate skin and hair to a lustrous glow. The entire line of Reluma products are formulated with Polypeptide Enriched Media to promote a smoother appearance. Notably, Reluma’s active ingredient is the Polypeptide Enriched Media itself – there are no live stem cells in our products.

For further information, please visit www.reluma.com.

Reluma Skincare Store Location: 401 Newport Center Drive, Suite A205, Newport Beach, CA 92660

Working Hours: Monday-Friday 10:00am-9:00pm, Saturday 10:00am-7:00pm and Sunday 11:00am-6:00pm.

About Invitrx Therapeutics:

Headquartered in Irvine, California, Invitrx Therapeutics was founded in 2003 as a developer of skin grafts for burn patients. Over the years our breakthrough technologies have led to the creation of numerous life-changing cell therapy products used in aesthetics, wound closure, plastic surgery, and reconstructive procedures. www.invitrx.com