

REJUVEL 3D by Technology Applications International Corporation (NUUU) is Introducing the Next Dimension in Skin Care

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SALT LAKE CITY , UT, USA, March 12, 2015 /EINPresswire.com/ -- With many of Hollywood's major stars being more self-conscience than ever, one of the more popular celebrity endorsement trends of 2015 projects to be anti-aging products. Everyone from Brad Pitt to Julia Roberts to Halle Berry has inked a deal with a major cosmetics or personal care Company to endorse the products. Berry and Jessica Alba, two of the industry's biggest stars, have both endorsed Revlon (NYSE: REV), which currently trades at \$33.00 per share with a \$1.7B market cap. Along with its numerous celebrity endorsements, Revlon recently teamed up with Google to create a sharable, digital valentine for couples to share over the holiday.

The close association of the personal care and make-up industries with celebrity culture cannot be underestimated. Some companies, such as Estee Lauder Inc. (NYSE: EL), which trades at \$81.27 with nearly 200K average volume, founded their entire business on these kinds of partnerships. EL continues to stay relevant by evolving along with feminine shopping habits, but its ties to recognizable celebrities like Elizabeth Hurley were the backbone of early years as one of the most popular personal care brands.

Revlon and Estee Lauder, two of the giants in personal care products, extensively use a combination of celebrity tie-ins and endorsements. But which smaller companies are currently using the same type of marketing to try to conquer an industry in which fads can often dictate success?



Perhaps the most chic of all of these companies is Technology Applications, parent company to [REJUVEL 3D](#), one of the trendiest skin care products in the world. Technology Applications ([OTCBB: NUUU](#)), which trades at a \$0.85 per share, recently received some invaluable media attention when its REJUVEL 3D product, a cell renewal cream that uses patented technology from NASA to rejuvenate the skin, landed in the gift bag given to all of the Academy Awards nominees at the 2015 Oscars. The unique product also found its way onto Yahoo! Beauty and the Bill Maher show as the first featured product on both.

REJUVEL 3D also received plenty of attention from its association with Magda Lopez, a gifted international athlete who promoted the facial cream at a marathon in February. While significant opportunities with Hollywood connections have opened up for Technology Applications over the last few weeks, the company is intent on keeping up its momentum and extending its celebrity status well into the future. A new 30-second and 15-second television commercial spot was rolled out by the company and will air during several hit shows including "Real Housewives" and "The Bourne Identity."

One of the biggest factors that will help REJUVEL and Technology Applications to sustain all of this forward motion is a consistent, visible online presence. In addition to a 500% increase in traffic to the company's website following the Bill Maher spot, REJUVEL 3D was recently added to askderm.com, a leading online retailer of some of the most well-known brands of skin-care products.

Another company that has focused on current trends in anti-aging is DS Healthcare (NASDAQ: DSKX), which is comparably priced to NUUU at \$0.98 per share, while sporting a \$15.82M market cap. The company's signature product is its Revita shampoo, which uses biotechnology to maximize hygiene. DS Healthcare recently began distributing its products to the well-known 18/8 Fine Men's Salons in the hopes of increasing exposure and sales. Lifevantage Corporation (NASDAQ: LFN) profiles similarly as a personal care company with in-demand products designed to capture public interest. Its energy drinks and supplements recently made a successful launch in Japan.

Sales of anti-aging creams and personal care products continue to surge in an economy that has found more revenue to devote to products on the luxury end of the spectrum. Several low-risk alternatives exist as a way for investors to find a viable entry point into a market that has already rebounded in a big way, and shows no signs of slowing. Of all the new wave personal care companies, however, Technology Applications International Corporation (OTCBB: NUUU) leads the pack with its headline-grabbing product REJUVEL 3D.

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