

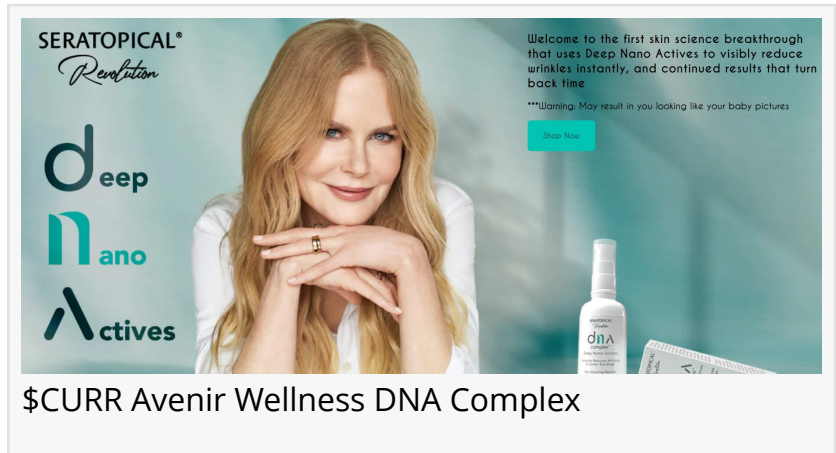
# Award- Winning Actor & Brand Ambassador Nicole Kidman producing Surging Sales for Avenir Wellness: (Stock Symbol: CURR)

*Avenir Wellness Solutions™ (\$CURR) Products are Currently Sold at Major Retailers Including Walmart (\$WMT), Target (\$TGT), CVS Health (\$CVS), and Amazon (\$AMZN)*

SHERMAN OAKS, , CALIFORNIA, UNITED STATES , May 31, 2023

/EINPresswire.com/ -- Avenir Wellness Solutions announces High Profile Media Coverage featuring Global Brand

Ambassador and award- winning actor Nicole Kidman producing Surging Sales for the Seratopical Revolution® skin care products leading with New Patent Pending DNA Complex; Avenir Wellness Solutions, Inc. ([Stock Symbol: CURR](#))



As we continue down the road of building the Seratopical Revolution and Nutri-Strips brands, we are very optimistic about the Company's future."

*Nancy Duitch, CEO of Avenir Wellness® (CURR)*

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Avenir Wellness Solutions CEO Nancy Duitch recently stated, "As we continue down the road of building the Seratopical Revolution and Nutri-Strips brands, we are very optimistic about the Company's future. After bringing on top of their game brand-building personnel who have years of direct-to-consumer experience, we are at an

inflection point in achieving the goal of transforming Avenir Wellness into one of the leading Beauty and Wellness companies. Our Team has been working diligently on executing the strategy and our science team led by Rob Davidson has been working on new Innovative Technologies and groundbreaking Delivery Systems for our products as well as licensing opportunities for the technologies."

Proprietary Nutraceutical & Topical Delivery Systems for Wellness and Anti-Aging Beauty Product

Lines.

Company Currently Holds 15 Patents.

Seratopical Revolution Skin Care Products promoted by the Company's Global Brand Ambassador and Strategic Partner as The First Choice of Award winning Actor Nicole Kidman.

Top Level National Media Coverage in People, Glamour, InStyle, Zoe Report, Yahoo, and Vogue to name just a few.

Shipments Commenced for DNA Complex - the first skin science breakthrough that uses Deep Nano Actives to visibly reduce wrinkles instantly, and with continued use results that turn back time.

Extended Contract with theSkimm - the largest lifestyle newsletter with over 7 million Loyal Subscribers.

Highly Regarded Urish Popeck & Co., LLC Engaged as New Independent Registered Public Accounting Firm.

Marketing Program Expansions Including New TV/Digital Ads to Support Sales at Major Retailers as well as the e-commerce sales.

Gleaming Facial Dark Spot Fading Serum Used by Nicole Kidman Delivering 77% Subscription Retention Rate.

Avenir Wellness (OTC:CURR) is a broad platform technology company that develops proprietary wellness, nutraceutical, and topical delivery systems. The technology, which is based on (15) fifteen current patents, offers a number of unique immediate- and controlled-release delivery

**GLOBAL BRAND AMBASSADOR**

Joining TSL as Global Ambassador and strategic partner in 2020, international celebrity Nicole Kidman has been integral in the product development as well as the overall brand strategy for the Seratopical Revolution line. This ambassadorship will be continued to ensure stronger credibility, exposure to a wider market, and increased conversions in the Company's DTC physical and e-commerce platforms

- 17 mm+ total social reach (10.5 mm+ on Facebook and 7 mm+ on Instagram, with 5.5% growth rate since 2020); 36% US reach and 64% international reach (London, Cairo, Sydney, Mumbai, and Melbourne);
- 51% of Nicole's audience are male and 49% are female; majority aged between 30 and 54;
- Highly recognized and liked with a total E-Score of 99 (falls in top 1% compared to 2.5k+ top female celebrities); best known for positive attributes such as classy, glamorous, attractive, beautiful, stylish, etc.;
- Appeal as an individual who sits at the crossroads of the avant-garde and premium lifestyle has garnered her numerous endorsements from the world's biggest brand (i.e. Chanel, Swisse, Neutrogena, Omega);
- Nicole's audience has a high affinity for health and wellness, beauty, and science, among others.

**EASY TO SWALLOW** **NUTRI-STRIPS™**

**AMAZING TASTE**

**NO WATER REQUIRED**

**SUPERIOR POTENCY**

**CURR Avenir Wellness Nutri-Strips**

**SERATOPICAL®**

**Sera Labs (Avenir Wellness) CURR Products**

vehicles designed to improve product efficacy, safety, and consumer experience for a wide range of active ingredients. The Company will continue down the path of creating new technologies that will be part of its incubator strategy in order to monetize its IP. As a vertically integrated platform company, Avenir Wellness (CURR) looks to partner or license its IP technology with wellness companies worldwide.



Avenir Wellness (CURR) has a current focus on the beauty and wellness markets which are growing at rapid rates. The global wellness sector, despite the pandemic, saw exponential growth in 2021 with a market size of \$1.5 trillion, according to McKinsey. There is a strong overall and growing demand for supplements and nutraceuticals, a \$587.3 billion market, according to the 2021 Grandview report. The beauty and personal care industry is a \$534 billion market now and is set to grow 5.87% year over year according to Terakeet's 2021 Beauty Industry Report.

A-List Actor Nicole Kidman is the Global Brand Ambassador of Avenir Wellness Seratopical Revolution Product Line.

Avenir Wellness (CURR) wholly owned subsidiary Sera Labs develops, markets and distributes their proprietary Seratopical Revolution skin care line which is represented by top movie and television actress, Nicole Kidman as a Strategic Partner and Global Brand Ambassador.

Three years ago, Nicole Kidman contacted Sera Labs management seeking an opportunity to become involved with the Company because she was already using its products. She helped us develop the Revolution line.. Her dream was to help Sera Labs create a legacy skin care brand that was affordable to everyone, and it needed to be alcohol free, natural, and plant based. After reaching an agreement, Nicole Kidman has been working with the team to reach out to the public to inform them about the line through social media, advertising platforms and the media because she so clearly values its effectiveness.

The story of Nicole Kidman's involvement with Avenir Wellness (CURR) is detailed on the Company's website here:

<https://seralabshealth.com/pages/about> and is also described in a recent interview with Avenir Wellness (CURR) CEO Nancy Duitch on the well followed "New to the Street" Investment program. The interview can be watched at this link: <https://www.youtube.com/watch?v=LuBto12YZmc>.

The direct support of Nicole Kidman for the Avenir Wellness CURR product line is meeting with accelerating positive coverage from a wide range of top media sites and publications. Some of the most prominent can be viewed at the links below:

Vogue (at the 2023 Oscars): <https://www.vogue.com/slideshow/nicole-kidman-oscars-armani-dress>

Style Caster (UVM: 12,033,256) "The Best Oscars Beauty Looks This Year Are Surprisingly Low-Key" <https://stylecaster.com/beauty/oscars-beauty-2023/>

InStyle (UVM: 11,926,028) "Nicole Kidman's Dewy Oscars Look Was Thanks to the Moisturizer Shoppers Say Makes Skin Look "Flawless""  
<https://www.instyle.com/nicole-kidman-oscars-2023-seratopical-revolution-7254395>

Syndicated to Yahoo!Life (UVM: 405,833,392) <https://www.yahoo.com/lifestyle/nicole-kidmans-dewy-oscars-look-080000392.html>

Syndicated to Yahoo!News (UVM: 64,434,231) <https://news.yahoo.com/nicole-kidmans-dewy-oscars-look-080000392.html>

InStyle(UVM: 11,926,028)"Nicole Kidman's Oscars Makeup Was All About Soft, Effortless Glam"  
<https://www.instyle.com/nicole-kidman-2023-oscars-makeup-and-hair-7254411>

Syndicated to Yahoo!Life (UVM: 405,833,392) <https://www.yahoo.com/lifestyle/nicole-kidmans-oscars-makeup-soft-025642285.html>

New Beauty (UVM: 453,275) "This Tightening Gel Is the Secret to Nicole Kidman's Smooth Skin"  
<https://www.newbeauty.com/tightening-gel-nicole-kidman/>

Met Gala Page Six (UVM: 19,158,191) for their "Best beauty and makeup looks of the 2023 Met Gala — and how to shop them" story. Link: <https://pagesix.com/2023/05/02/shop-the-best-met-gala-2023-beauty-makeup-and-hair-looks/>

CLIP: Seratopical\_PageSix\_5.2.23

InStyle (UVM: 12,788,574) for their "Nicole Kidman's Flawless Met Gala Skin Called on This Facelift in a Bottle That's Selling Fast" story. <https://www.instyle.com/nicole-kidman-met-gala-2023-seratopical-revolution-7487698>

Seratopical\_InStyle\_5.2.23

Syndicated to Yahoo! News (UVM: 59,984,680)  
: <https://nz.news.yahoo.com/nicole-kidman-flawless-met-gala-110000699.html>

Glamour (UVM:9,672,715) for their "The Best Makeup Looks on the Met Gala 2023 Red Carpet" story. Link: <https://www.glamour.com/gallery/best-makeup-looks-met-gala-2023-red-carpet>  
CLIP: Seratopical\_Glamour\_5.2.23

Entertainment Tonight (UVM:7,974,566) for their "Nicole Kidman and Keith Urban Return to Met Gala for First Time Since 2016" story. <https://www.etonline.com/nicole-kidman-and-keith-urban-return-to-met-gala-for-first-time-since-2016-203687>

CLIP: Seratopical\_ET\_5.1.23

Syndicated to AOL (UVM: 17,259,778) <https://www.aol.com/entertainment/nicole-kidman-keith-urban-return-223940019.html>

Hollywood Life (UVM: 5,887,756) for their "Nicole Kidman Wears Iconic Dress From Her 2004 Chanel No. 5 Commercial At Met Gala: Photos" story. <https://hollywoodlife.com/2023/05/01/nicole-kidman-met-gala-2023/>

CLIP: Seratopical\_HollywoodLife\_5.1.23

The Zoe Report (UVM: 2,233,542) for their "The Best Hair, Makeup, & Nails Of The 2023 Met Gala Rival The Red Carpet Gowns" story. Link: <https://www.thezoereport.com/culture/2023-met-gala-best-beauty-looks>

CLIP: Seratopical\_TZR\_5.1.23

AOL (UVM: 17,259,778): syndication of ET <https://www.aol.com/entertainment/nicole-kidman-keith-urban-return-223940019.html>

ACMAs People (UVM: 55,118,694) for their "Nicole Kidman and Keith Urban Twin in Suits on the 2023 ACM Awards Red Carpet: See Their Looks!" story. <https://people.com/style/acm-awards-2023-nicole-kidman-keith-urban-twin-in-suits-on-red-carpet-photos/>

They noted, "Kelsey Deenihan Fisher, who was in charge of Kidman's makeup, prepped her skin using the plant-based Seratopical Revolution collection from SeraLabs before achieving the star's peachy glow."

Syndicated to: Yahoo! Entertainment (UVM:411,180,653) for their "Nicole Kidman and Keith Urban Twin in Suits on the 2023 ACM Awards Red Carpet: See Their Looks!" story. <https://www.yahoo.com/entertainment/nicole-kidman-keith-urban-twin-001441939.html>

SheFinds (UVM: 4112,612) for their "Nicole Kidman Stunned In A Plunging Sparkly Pantsuit On The Red Carpet—ACM Fans Are Picking Their Jaws Off The Floor!" <https://www.shefinds.com/collections/nicole-kidman-acm-awards-chanel-pre-fall-2023->

[suit/#slide-1](#)

They noted, "makeup artist Kelsey Deenihan Fisher prepped the Oscar-winner's skin using the plant-based Seratopical Revolution collection from Sera Labs, which no doubt contributed to her flawless glow."

New Beauty (UVM: 450,259) for their "The Under-Eye Product Nicole Kidman Uses to Prevent Concealer Creasing" <https://www.newbeauty.com/nicole-kidman-acm-awards-2023/>

They noted, "Celebrity makeup artist Kelsey Deenihan Fisher was the woman behind Nicole's fresh-faced look. Her skin was prepped with Seratopical Super Booster Serum with CBD (\$54) to brighten and tighten skin. Then Kelsey applied a thin veil of a new product, Seratopical Revolution DNA Complex, around the eyes. It's formulated to boost hydration and ensure concealer doesn't crack or crease. It also tightens skin and reduces the appearance of fine lines. On top of that, they used Seratopical Revolution Adoring Eye Serum (\$36) under the eye as well. To seal it all in, Kelsey applied Seratopical Day & Night Brilliance Cream with CBD (\$54) to hydrate the skin and prep it for makeup."

Avenir Wellness (CURR) CEO Letter to Stockholders:

On April 25th Avenir Wellness (CURR) issued a letter to stockholders from CEO Nancy Duitch which included the following updates and information:

Avenir Wellness (CURR) has extended its advertising contract with theSkimm lifestyle platform for the next 8 months, which we expect will deliver increased sales based on the results of our prior campaigns. The popular Avenir Wellness (CURR) Sera Labs advertorials will continue appearing in theSkimm which covers a wide range of trending topics with its daily newsletter reaching over 7 million loyal subscribers. Avenir Wellness (CURR) Sera Labs posts featured the Company's new game-changing DNA (Deep Nano Actives) Complex that debuted in March and was the #1 selling "Skimm Pick" for the month of March. See an example of the Avenir Wellness (CURR) postings on theSkimm

here: <https://seralabshealth.com/pages/the-skimm-dna-complex-pre-sale>.

Shipment of Avenir Wellness (CURR) DNA Complex began the week of April 24, 2023, for customers who have been patiently waiting for this amazing instant, anti-aging serum. The delivery system in DNA is the Deep Nano Actives Complex that penetrates deep into the dermal layers, working from the inside out and giving an instant skin tightening and wrinkle reduction effect. Nicole Kidman launched the Avenir Wellness (CURR) DNA Complex at the 2023 Oscars in Hollywood making this breakthrough product, which she personally uses along with other Seratopical Revolution products in her own skin care and wellness regimen, an instant success.

On April 19, 2023, Avenir Wellness (CURR) engaged Urish Popeck & Co., LLC as its new independent registered public accounting firm. Urish Popeck has a highly respected reputation

in the financial accounting industry and the decision to engage them was unanimously approved by the Avenir Wellness (CURR) Board of Directors and Audit Committee. Their immediate assignment will be to complete the audit of our financial statements for the fiscal year ended December 31, 2022.

Other developments include a new Avenir Wellness (CURR) television/digital ad campaign to drive direct-to-consumer sales of our Nutri-Strips wellness product line. Avenir Wellness® (CURR) is experiencing a "Halo" effect with Amazon sales exploding in response to the campaign along with the sales funnels which are a major part of the Company's growth strategy.

The advertising funnel for the Avenir Wellness (CURR) Seratopical Revolution facial dark spot fading serum Gleaming has been delivering very impressive initial sales. After purchasing this product, first time subscription retention is at 77% which is substantially higher than the industry average retention rate. This response level reflects highly on the product in terms of consumer approval and developing brand loyalty. Visit [TheSkinCareBuzz.com](http://TheSkinCareBuzz.com).

Avenir Wellness Owned Sera Labs Launches Patent Pending DNA Complex with Advanced Peptides & Compounds - Providing Instant & Long-Lasting Wrinkle Removal

On March 16th Avenir Wellness (CURR) announced the launch of its latest innovation in the Seratopical Revolution skincare line: DNA (Deep Nano Actives) Complex, an instant anti-aging skin tightening serum that penetrates deep into the skin.

Sitting at the intersection of skin science and nature, DNA Complex begins working from the moment it's applied to your face and neck. As with all Avenir Wellness (CURR) Seratopical Revolution products, this new one uses an advanced topical delivery system. The delivery system in DNA is the Deep Nano Active Complex that goes deep into the dermal layers, and works from the inside out, giving you an instant skin tightening and wrinkle reduction effect. With continued use, the consumer will be amazed at the long-term results without leaving a white residue on the face.

"Inventing innovative and cutting-edge skincare solutions that meet the needs of people of all skin types is at the forefront of Seratopical Revolution's ethos," said Nancy Duitch, CEO of Avenir Wellness (CURR) and Founder of Sera Labs. "This launch was a labor of love with 60 iterations and over a year of research and development working with Rob Davidson and the team of formulators until we got it right. And now, we are excited to debut our pre-sale with this revolutionary product that provides notable results within minutes and instantly reduces the appearance of wrinkles and under-eye bags, which is incredible to achieve at this price point!"

Utilizing several high-performance ingredients, including a combination of instant wrinkle-reducing peptides and natural ingredients that promote collagen synthesis, this scientific breakthrough provides instant and long-lasting results with daily use. With one application, users can temporarily reverse the signs of aging by reducing fine lines, wrinkles, expression lines, dry,

dehydrated skin, and under-eye bags.

The innovative new product was launched with the help of Nicole Kidman, Avenir Wellness (CURR) Strategic Partner and Global Ambassador. DNA Complex made its global debut on Hollywood's biggest stage, The Oscars red carpet, with Celebrity Makeup Artist Kelsey Deenihan prepping Nicole's skin with the anti-aging skin tightening serum.

Avenir Wellness (CURR) DNA Complex retails for \$79.99 USD and is currently available at: <https://seralabshealth.com/pages/seratopical-revolution>.

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SOURCE: CorporateAds.com

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