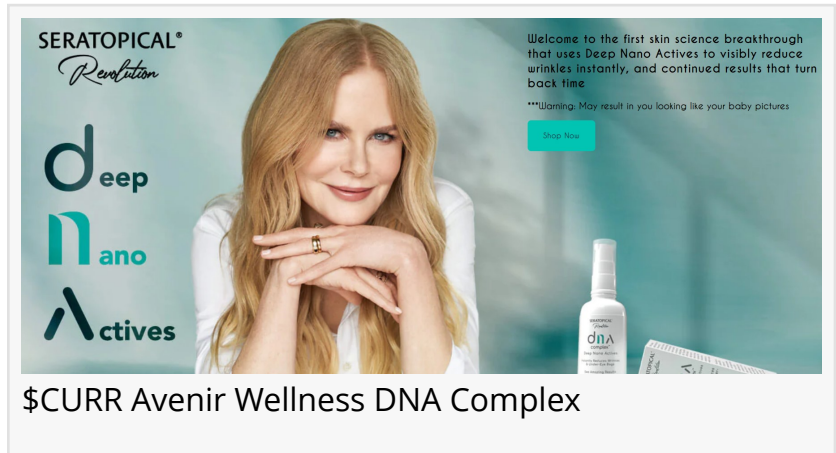


# New CEO Interview; Surging Sales for DNA Complex used by award-winning actor Nicole Kidman; Avenir Wellness: Stock: CURR

*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 , June 23, 2023

/EINPresswire.com/ -- New CEO Interview; Surging Sales for DNA Complex used by award-winning actor Nicole Kidman; 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).

“

Avenir is particularly excited about the sales increase in all channels of distribution, including our Ecommerce, Amazon and retail channels, along with the recent launch of our new DNA Complex”

*Avenir Wellness Solutions  
Stock Symbol: CURR*

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.”

\$CURR CEO Nancy Duitch New Interview:

<https://drive.google.com/file/d/1M6ZF7mpF4AtH1O6FaDVUGoSzgQQI4BzO/view>

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, The 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.

For more information on CURR visit: [www.avenirwellness.com](http://www.avenirwellness.com) and [www.Seralabshealth.com](http://www.Seralabshealth.com)

## 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.

CURR / Sera Labs Brand Ambassador Nicole Kidman



**EASY TO SWALLOW** **NUTRI-STRIPS™**

**AMAZING TASTE**

**NO WATER REQUIRED**

**SUPERIOR POTENCY**

\$CURR Avenir Wellness Nutri-Strips

## SERATOPICAL®



Sera Labs (Avenir Wellness) \$CURR Products

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 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.



\$CURR Sera Topical Revolution #NicoleKidman

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 actor, 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 Dutich 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>.

New To The Street CEO Interview:

In the first week of June, CEO Nancy Dutich sat down for her latest New To The Street interview which is focused on the company's most promising new product, the DNA Complex (Deep Nano Actives). The full interview is available at any time via this direct link:  
<https://drive.google.com/file/d/1M6ZF7mpF4AtH1O6FaDVUGoSzgQQI4BzO/view>

The direct support of Nicole Kidman for the Avenir Wellness CURR product line is also meeting with accelerating positive coverage from a wide range of top media sites and publications:

Vogue, Stylecaster, InStyle, New Beauty, Met Gala, Page Six, Glamour, Entertainment Tonight, Hollywood Life, The Zoe Report, AOL, ACMA's, People, Yahoo!, Entertainment, SHEfinds and NewBeauty

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

Avenir Wellness (CURR) DNA Complex retails for \$79.99 USD and is currently available at:  
<https://seralabshealth.com/discount/INVESTOR20>  
20% Discount with Code: INVESTOR20

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