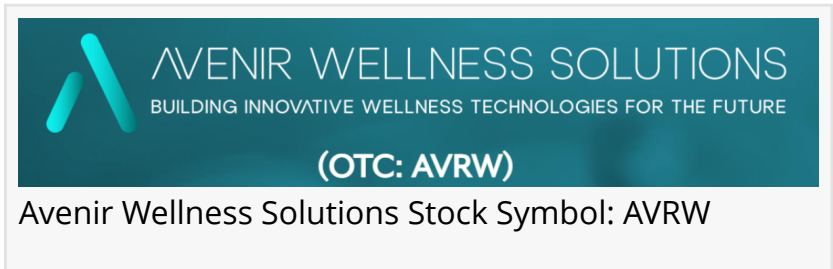


# Leading LA Plastic Surgeon Recommends Seratopical Skin Care for Superior Anti-Aging Performance: (Stock Symbol: AVRW)

*Expanding Marketing Plans in 2024 for Seratopical Skin Care: A Path to Success : Avenir Wellness Solutions, Inc. (Stock Symbol: AVRW)*



SHERMAN OAKS, CALIFORNIA, UNITED STATES, February 14, 2024

/EINPresswire.com/ -- Expanding Marketing Plans in 2024 for Increasingly Successful Seratopical Skin Care, Personally Used and Endorsed by Nicole Kidman and Recommended by Leading LA Plastic Surgeon for Superior Anti-Aging Performance; New TikTok Shop to be Launched: Avenir Wellness Solutions, Inc. ([Stock Symbol: AVRW](#))



Our products maintain sales levels despite marketing setbacks. Delay in receiving asset sale proceeds impacts our operations, but we're optimistic about accelerating sales & margin expansion efforts"

*Avenir Wellness (AVRW) CEO  
Nancy Duitch*

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

For more information on Avenir Wellness Solutions (\$AVRW) visit: [www.avenirwellness.com](http://www.avenirwellness.com)

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

Company Currently Holds 15 Patents.

Seratopical Revolution Skin Care Products with Continue to be Promoted by Global Brand Ambassador and Strategic Partner Nicole Kidman.

LA-Based Facial Plastic Surgeon Dr. Michael Persky Directly Supporting Latest Seratopical DNA Complex Product with New Video Testimonials.

Media Exposure in Top-Tier Publications Including CNN Underscored, Page Six, PEOPLE Magazine and More.

Q3 Net Revenue Increased Sequentially from Q2 2023.

Sales Expected to Increase Significantly During Q4 and Into 2024.

Upcoming Launch of New TikTok Shop to Further Boost Sales.

Avenir Wellness ([OTCQB: AVRW](#)) is a broad platform technology company that develops proprietary wellness, nutraceutical, and topical delivery systems. The technology, which is based on 15 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. As a vertically integrated platform company, Avenir Wellness (AVRW) looks to partner or license its IP technology with wellness companies worldwide.

Sera Labs, a wholly owned subsidiary of Avenir Wellness (AVRW), creates high-quality products that use science-backed, proprietary formulations. Products are sold under the brand names Seratopical™, Seratopical Revolution™, SeraLabs™, and Nutri-Strips™. Avenir Wellness (AVRW) Sera Labs products are sold direct-to-consumer (DTC) via online website orders, including opt-in subscriptions, and also sold online and in-store at major national drug, grocery chains, convenience stores, and mass retailers including Walmart, CVS and Target as well as on the Amazon.com platform.

Avenir Wellness (AVRW) 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



AVENIR WELLNESS SOLUTIONS  
Imagine All The Possibilities

AVENIR WELLNESS SOLUTIONS  
BUILDING INNOVATIVE WELLNESS TECHNOLOGIES FOR THE FUTURE

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Avenir Wellness Solutions \$AVRW with Brand Ambassador #NicoleKidman....



EASY TO SWALLOW NUTRI-STRIPS™  
AMAZING TASTE  
NO WATER REQUIRED  
SUPERIOR POTENCY

\$AVRW Nutri Strips



SERATOPICAL®  
Revolution

deep  
nano  
actives

Welcome to the first skin science breakthrough that uses Deep Nano Actives to visibly reduce wrinkles instantly, and continued results that turn back time.

AVENIR WELLNESS SOLUTIONS  
BUILDING INNOVATIVE WELLNESS TECHNOLOGIES FOR THE FUTURE  
(OTC: AVRW)

Our Partners  
amazon CVS Target Walmart

\$AVRW Avenir Wellness' Seratopical DNA Complex

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.

Nicole Kidman, After Discovering Seratopical Revolution On Her Own, is Now the Global Brand Ambassador of Avenir Wellness Because She Knows it Works Best.

Avenir Wellness (AVRW) is represented by the famous Nicole Kidman as a Strategic Partner and Global Brand Ambassador.

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

<https://seralabshealth.com/pages/about> and is also described in a recent interview with Avenir Wellness (AVRW) 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>.

To highlight Breast Cancer Awareness Month in October, Avenir Wellness (AVRW) has launched a limited edition Think Pink bundle. In honor of Nicole Kidman, and her ongoing support of the Vanderbilt-Ingram Cancer Center, a portion of proceeds from each bundle sold will be donated to support this worthy cause.

See Nicole Kidman's inspiring personal video and ordering information here: <https://seralabshealth.com/products/think-pink>

Avenir Wellness (AVRW) continues to receive high profile media attention with exposure for the company's Seratopical Revolution product line. Avenir Wellness (AVRW) was able to secure coverage in top-tier publications, including CNN Underscored, Page Six, PEOPLE Magazine and more. These placements garnered over 513M media impressions for the increasingly popular and successful Avenir Wellness (AVRW) Seratopical Revolution brand.

Some examples of the latest Avenir Wellness (AVRW) media exposure may be seen at the following links:

SeratopicalRevolution\_CNNUnderscored\_8.30.23 1.pdf

"The Partnership with Sera Labs was an easy decision for me and one I believe in. I decided to join the company because it's backed by science and only uses the highest quality ingredients plus 9 anti-aging actives & Hemp."  
Nicole Kidman

UNCATEGORIZED  
NICOLE KIDMAN PARTNERS WITH SERALABS AS A STRATEGIC BUSINESS PARTNER AND GLOBAL BRAND AMBASSADOR  
Avenir Wellness \$AVRW / Sera Labs Partnership with Nicole Kidman

SeratopicaRevolution\_People\_8.30.23 1.pdf

Image 9-1-23 at 2.14 PM (1) 1.jpeg

Seratopical\_WholeFoodsMag\_8.24.23 1.pdf

2024 Marketing Growth Plans to Shareholders for Seratopical Revolution Skin Care Line with Support from Nicole Kidman and Facial Plastic Surgeon Dr. Michael Persky

New TikTok Shop Ready for Launch to Help Grow Brand Awareness and Product Sales

On February 13th Avenir Wellness (AVRW) issued a Letter to Shareholders from CEO Nancy Duitch which contained the following information:

The Avenir Wellness (AVRW) team has been working diligently to expand marketing plans for 2024 and beyond. Current plans continue to include support from our Global Brand Ambassador Nicole Kidman as well as renowned plastic surgeon Dr. Michael A. Persky, M.D., F.A.C.S..

Nicole Kidman, who personally entrusts her own skin care to the Seratopical brand products, will continue to be an integral part of Avenir Wellness (AVRW) advertising campaigns through the use of her images and commentary as will Dr. Persky who joined the Avenir Wellness (AVRW) team in September. Dr. Persky will be expanding his support of brand marketing, social media, and advertising campaigns for the patent-pending DNA (Deep Nano Actives) Complex an instant anti-aging skin tightening serum that due to the cutting-edge peptide technology developed exclusively for Avenir Wellness (AVRW) allows the ingredients to penetrate to the dermal layers of the skin. Dr. Persky will also advise along with Rob Davidson on formulating the brand's future plant-based, cruelty-free and scientifically grounded products and will continue to add credibility to the product line with his "Ask the Expert" video segments answering consumer questions. In his video segments, which have been very successful thus far and are being used on all social media platforms, Dr. Persky explains in detail why he loves the results and usefulness of the new Avenir Wellness (AVRW) Seratopical DNA Complex.

Link to Dr. Persky Videos

The Avenir Wellness (AVRW) Seratopical Revolution DNA Complex retails for \$99.99 and is currently available for purchase at: <https://seralabshealth.com/pages/introducing-dna-complex>

Another exciting component of the Avenir Wellness (AVRW) expanding marketing plans in 2024 will be the launch of a new TikTok Shop to create an additional sales pipeline and boost brand awareness to a broader consumer base.

Overall, Avenir Wellness (AVRW) has never been in a better position to capitalize on the high intrinsic value of its unique and proprietary skin care formulations. With 15 patents under Avenir Wellness (AVRW) control, the highly positive reviews Seratopical DNA Complex is receiving, and more new products in development, 2024 is set up to be a growth year for Avenir Wellness (AVRW).



## Positive Q3 Results with New Campaigns Showing Encouraging Results

On November 14th AVRW announced results for the third fiscal quarter ended September 30, 2023.

Key financial highlights for the second quarter included the following:

Avenir Wellness (AVRW) net revenue in the third quarter of 2023 increased sequentially from Q2 2023 to \$1.0 million but decreased year-over-year due to the delay in receiving the expected remainder of the asset sale proceeds. Sales are expected to increase during the fourth quarter and into 2024.

Gross margin increased 80 basis points quarter-to-quarter with further expansion expected in the fourth quarter of 2023 with an increase in higher margin direct-to-consumer sales and the launch of our new beauty product releases as well as our new marketing initiatives.

Gross margin for the third quarter decreased by 740 basis points to 72.6% in 2023 compared to the same period in 2022 due to a shift in sales channel mix with a higher proportion of wholesale sales to Amazon and Walmart which have benefitted in 2023 from our advertising initiatives.

SG&A expenses (excluding non-cash charges) for the third quarter decreased by \$721 thousand in 2023 compared to 2022 driven by increased spend on advertising and promotion of \$74 thousand, offset in part by lower overhead by \$795 thousand.

Net operating loss from continuing operations (excluding non-cash charges) improved by \$30 thousand in 2023. Cost reductions and operating leverage are expected to help narrow the operating loss (excluding non-cash charges) in the fourth quarter.

Avenue Wellness (AVRW) CEO Nancy Duitch stated, "Our products continue to maintain sales levels which is encouraging given that we have been unable to fully execute on our marketing initiatives pending receipt of the balance of the proceeds from the July 2022 asset sale. As mentioned in our second quarter earnings announcement, the proceeds from the July 2022 asset sale allow us to invest in the future of the Company, but the delay in receiving the balance of the proceeds continued to have an impact on our operating performance. We expect accelerating sales will reaffirm the improving overall trajectory of the business. Further, our margin expansion initiatives continue to deliver results with improvement from second quarter, and we are moving forward with our efforts to further reduce SG&A expenses and to maximize operating leverage. Fine tuning our SEO and successful monthly campaigns like theSkimm continue to deliver as we execute on our strategy to build our brands"

## Operational Highlights

Avenir Wellness (AVRW) new beauty subscription program has grown sequentially by 50% quarter over quarter. The DNA Complex hero product continues to perform as its subscription based grows.

Wholesale sales led by Amazon and Walmart continue to grow with all the positive product reviews. Amazon was a particular bright spot with volume growth despite retail price increases to match our ecommerce site which increased margins to 85%.

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