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## FaceLube, former boxing champ Victor Ortiz target Hispanic men with new 'VO' skin care line

JUNE 11, 2012 | BY ANTOINETTE ALEXANDER

LOS ANGELES — Men's grooming brand FaceLube has teamed up with former welterweight boxing champion Victor Ortiz to launch an exclusive men's anti-aging skin care line at La Curacao department stores.

La Curacao is best known as a growing chain of large format department stores of 100,000 sq. ft. each. With a Hispanic focus, La Curacao ranks among the top 100 electronics and appliance retailers in the United States. The retail store chain has nine locations in Southern California and one in Phoenix.

The new skin care line, dubbed "VO," combines anti-aging ingredients with natural botanicals to boast an eco-friendly formula that is free of parabens, sulfates, fragrances, perfumes, dyes, silicones, polyethylene glycol and oxybenzones. The concentrated formula contains a combination of anti-aging active ingredients that promote healing and cellular turnover for optimal anti-aging benefits. Ideal for daily use, the sealed dispensers ensure maximum usage, minimizes oxidation and contamination.

"La Curacao is more than an active member of the Latino community. It's commitment to providing Latino families with a warm and memorable experience has made La Curacao the most trusted name within the Hispanic retail market. FaceLube is ecstatic and proud to introduce the 'VO' line of men's skin care products to the Latino community through this premier retailer," stated Candace Chen, founder of FaceLube Automotive, the exclusive distributor of the FaceLube and VO.

The products are priced between \$75 and \$150. The three-step anti-aging system features a cleanser that also repels dirt, a non-oily treatment and an active skin protectant. The line also includes supplementary men's skin care products like natural anti-aging sunscreen, all-natural beeswax lip balm, and a line of anti-aging shaving products with a pre-shave oil, shave cream, hand and neck cream, and shave rescue treatment.



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