

## **R&D Healthcare Signs Partnership with Birchbox for its Eslor® Luxury Facial Skin Line**

**LA JOLLA, CA (December 10, 2013)**- R&D Healthcare, Inc. (“R&D Healthcare”), announced an exciting new partnership with Birchbox, the company that offers customers a personalized way to discover the best in beauty, grooming and lifestyle. It was developed in support of the Eslor® skincare line developed by R&D Healthcare. The line meets the challenge of delivering proprietary facial skin care products that are formulated with natural ingredients while still delivering superior performance.

The partnership extends Eslor®’s reach within the United States with Birchbox’s ability to offer their members access to the best in high-end beauty.

During the month of December, over 50,000 Birchbox members will receive samples of the Eslor® Introductory Collection which includes the Eslor® Soothing Refiner and Cleanser, Replenishing Scrub, Comforting Mask and Soothing Cream. These four products will then be available for purchase in their full size versions on Birchbox.com.

As all brands featured in the Birchbox monthly subscription box are hand-picked and it is a great testament to the belief Birchbox has in Eslor as a participating brand. “We are thrilled to be one of the brands featured in the December box. Birchbox is a successful online medium that distributes samples in a non traditional method while providing engagement with a core consumer for Eslor®”, said Bassam Damaj, Ph.D., founder and Chairman of R&D Healthcare and also the President & CEO of Innovus Pharmaceuticals, Inc. (OTC BB: INNV). “Birchbox has been an incredible platform for many brands to introduce their existing line as well as launch new products. As a brand we were attracted to the way in which they offer their customers a unique and personalized way to discover, learn about and ultimately shop the best beauty products in the market”, said Samira Wifak, the Founder of the Eslor® line of products.

### **About Eslor® Skin Care and R&D Healthcare**

R&D Healthcare is dedicated to selling, delivering vital medicines and medical supplies that enable the health care industry to provide patients better, safer care. R&D Healthcare is made up of many businesses, all serving the health care industry. Our businesses fall into one of two primary categories:

1. **Pharmaceutical Sales.** In November 2012, the company started its pharmaceutical division. We develop and in license products in specific niche markets. In the US we distribute through our wholesale division and use our extensive partners and distributors networks outside the US.
2. **Distribution Solutions.** We are a fast growing pharmaceutical distributor in North America, distributing specialty medicine with a flawless record with all 50 State Boards of Pharmacy
3. **Cosmetics:** The Company developed a proprietary scientifically based natural luxury line of cosmetics called Eslor which currently sells in the US and Mexico and is in the process of expanding distribution to Europe and other parts of the world.

Eslor® is a luxury facial skin line that blends cutting edge science and the power of natural resources to create the most advanced, results oriented skin care products. Eslor® differentiates itself by its proprietary HPT System™ (Hydrate, Protect and Treat) that transforms the skin and effectively increases your overall skin health. Eslor® Skincare is available in North America, internationally in countries such as Morocco, Mexico and the Gulf Countries, and [www.eslor.com](http://www.eslor.com)

For additional information, please visit [www.eslor.com](http://www.eslor.com) or contact [fbquiries@eslor.com](mailto:fbquiries@eslor.com)

### **About Birchbox**

Launched in 2010, Birchbox is the leading global discovery retail company for both men and women. Birchbox redefines the retail process by offering consumers a personalized way to discover, learn about and purchase the best beauty, grooming and lifestyle products. With more than 400,000 members, Birchbox users enjoy first-touch experiences with new products each month and exclusive access to expert editorial content to help them get the most out of each item. Additionally, through Birchbox's online store, customers can shop a handpicked selection of full-sized products from more than 500 top brands such as Lancôme, Laura Mercier, Benefit, Stila, Caudalie, Payot, L'Occitane, Bourjois, and L'Oreal. In 2012, Birchbox acquired Paris-based JolieBox, gaining outposts in France, Spain and the UK. To learn more about Birchbox, visit [www.birchbox.com](http://www.birchbox.com), or follow us on Facebook and Twitter and YouTube and our blog.

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