

**FOR IMMEDIATE RELEASE**

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**Advanced Beauty Care Hosts  
“October in Paris” Charity Open House**

***A Celebration of French Beauty Benefits Mills-Peninsula Breast Cancer Services***

**BURLINGAME, Calif. – August 20, 2009** – On Saturday October, 17, 2009, Advanced Beauty Care will host “October in Pairs,” a charity open house with proceeds benefiting Mills-Peninsula Hospital Foundation – Women’s Center Breast Health Services. In addition, to mark the National Breast Cancer Awareness Month program, which is dedicated to increasing public knowledge about the importance of early detection of breast cancer, Advanced Beauty Care will be holding a silent auction throughout October with proceeds also going to Mills-Peninsula.

During the open house, the spa will be transformed into a Parisian street, with French music, food, and pink champagne. A representative from Guinot corporate will be available to answer beauty questions and provide in-depth skin consultation. Attendees will have a chance to bid on silent auction items, including a luxurious travel bag filled with Guinot skin care products, spa certificates for Guinot beauty treatments, and a large basket of French food and wine, as well as local merchant gift certificates from J'me Boutique, Aida Opera Candies, Habitat Enhancements, and more. In addition, attendees can participate in an Eiffel Tower “kiss” competition, in which, for a small donation, clients kiss a paper heart and the best “kiss mark” will be awarded a bottle of French Champagne. All proceeds again benefit Mills-Peninsula Hospital Foundation.

“Since Advanced Beauty Care delivers results-oriented, professional care to enhance the health of clients’ skin, helping people become aware of this major women’s health issue is natural,” said Sarah Jane Simons, owner of Advanced Beauty Care. “Our charity open house allows us to raise funds for Mills-Peninsula Breast Health Services and help our clients learn about the importance of early detection of breast cancer.”

During the month-long event, any client who purchases Guinot Longue Vie Buste cream will receive a spa certificate for a complimentary firming neck and bust treatment with their next facial, and Advanced Beauty Care will donate \$5 to Mills-Peninsula Breast Health Services for each purchase. In addition, Advanced Beauty Care is donating 100 gift bags for the Mills-Peninsula presentation, “Don’t Gamble with your Breast Health,” being held on Tuesday, October 27 at the Mills-Peninsula Health Center, Hendrickson Auditorium.

Since 1999, Advanced Beauty Care has supported the community with fund raising efforts for local non-profit organizations, including Parca Auxiliary, which enriches the lives of people with developmental disabilities and their families, Moms Against Poverty (MAP), which fights poverty by bringing awareness to the developed, and Russell Bede School, which teaches and re-mediate young students who are having difficulty succeeding in a regular education classroom.

**About Mills Peninsula Breast Health Services**

Mills-Peninsula's Women's Center is dedicated exclusively to providing diagnostics, treatment and education for women's health issues. Mills-Peninsula's Breast Health Program detects more cancers at the earliest, most curable stages, making the hospital among national leaders in five-year breast cancer survival rates. For more information, call +1.650.696.5400 or visit Mills-Peninsula on the web at [www.mills-peninsula.org](http://www.mills-peninsula.org).

**About Advanced Beauty Care**

Advanced Beauty Care provides professional, personalized skin care services, offering sophisticated beauty treatments with dependable results. Founded in 1999 as a Guinot-appointed spa, Advanced Beauty Care was honored with the prestigious Guinot Salon of the Year award in 2002. A completely private day spa, Advanced Beauty Care focuses on results-oriented skin care to help clients look their best today and in the future. With numerous, innovative Guinot facial treatments to meet the unique needs of all skin types, Advanced Beauty Care helps clients achieve healthy skin with a personalized beauty experience on every visit. For more information, visit [www.AdvancedBeautyCare.com](http://www.AdvancedBeautyCare.com) or call +1.650.343.5716.

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