



HSN Announces Largest Launch in Company's History with Debut of Serious Skin Care's FIRMA-FACE XR

- Revolutionary New Skin Tightener Sets New Unit Sales Record with More than 103,000 Units Sold During Four Day Launch -

ST. PETERSBURG, Fla., Sept 16, 2009 /PRNewswire-FirstCall via COMTEX News Network/ -- Multichannel retailer HSN shattered its new unit sales record on Sunday with the highly successful launch of Serious Skin Care's innovative new skin tightener, [FIRMA-FACE XR](#). Over the course of the product's four-day launch beginning on September 9, more than 103,000 units of the revolutionary skin care product were sold on HSN and hsn.com.

"After years in the making, I was overwhelmed by the customer response to FIRMA-FACE," states Serious Skin Care Co-Founder Jennifer Flavin-Stallone. "In the 15 years that I have been on HSN, I have never seen a more successful launch. The broad acceptance of this innovative product reinforces what I have known all along - that Serious Skin Care is a prominent player in the beauty industry."

[FIRMA-FACE XR](#) gives aging skin an instant lift utilizing time-released nanoencapsulated technology that absorbs quickly into the skin to smooth lines and wrinkles. The special formula firms from within pores, lines and wrinkles to help tighten the appearance of the skin's surface with a natural look, unlike other products that leave a film that can be easily disrupted by facial mists, creams and liquid makeup.

"HSN is a leader in bringing innovation to the marketplace and we are thrilled with the success of FIRMA-FACE," states Michael Henry, HSN's Senior Vice President of Merchandising. "We look forward to its continued success as more and more of our customers realize just how amazing this product truly is. Once again, the bar has been raised and demonstrates the power of launching a product on HSN."

[Serious Skin Care](#) is known throughout the industry as a leader in providing state-of-the-art skincare solutions and FIRMA-FACE joins a long list of top-selling innovative products from the retailing giant.

About HSN:

HSN is an interactive lifestyle network and retail destination, offering a curated assortment of exclusive products combined with top brand names. HSN incorporates experts, entertainment, inspiration, solutions, tips and ideas to provide an entirely unique shopping experience for its customers. On HSN and hsn.com, customers will find exceptional selections in Health & Beauty (e.g. M. Asam, Carol's Daughter, Clarins, FusionBeauty, HoMedics, Italian Beauty, Andrew Lessman's Procaps, Lancome, Serious Skin Care, ybf Cosmetics); Jewelry (e.g. Paula Abdul, Heidi Daus, R.J. Graziano, IMAN Global Chic, michaelLisa, Noir, Amedeo Scognamiglio, Tori Spelling, Serena Williams); Home/Lifestyle (e.g. Nate Berkus, Bissell, Colin Cowie, Dyson, Todd English, GreenPan with Thermolon, Emeril Lagasse, Joy Mangano, MoMA Design Store, Wolfgang Puck); Fashion/Accessories (e.g. Curations with Stefani Greenfield, Sam Edelman, Loulou de la Falaise, Carlos Falchi, Diane Gilman, Tina Knowles, Adrienne Landau, Sharif); and Electronics (e.g. Canon, Gateway, GE, HP, JVC, Kodak, LG, Sony).

HSN is available across all media including its TV network and hsn.com, which ranks in the top 30 of the top 500 internet retailers. HSN, the original shopping network, is an operating segment of HSN, Inc. (Nasdaq: HSN).

SOURCE HSN

<http://www.hsn.com>

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