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Denise Austin in Deal for Skin Care Line

NEW YORK — Health and fitness guru Denise Austin has signed a licensing agreement with health and beauty aids company CCA Industries to launch a skin care line targeting aging and damaged skin, under the Denise Austin Skin Fit for Life brand.

The six-item line, to launch in January to the mass market, will target Austin's core audience, which consists of 18- to 49-year-old women. While the line is still under development, Ira Berman, CCA's chairman, said green tea will be its key ingredient.

CCA, which makes Plus+White toothpaste, Bikini Zone medical-

The East Rutherford, N.J.-based company has tapped Dr. Stephen Hsu, a cell biologist at the Medical College of Georgia who is considered an expert on the effects of green tea, to formulate the line. In conjunction with CCA, Hsu has formulated a proprietary formula to stimulate cell growth, slow the appearance of aging and help reduce wrinkles, Berman said.

While it's too early to disclose specific details about the products, CCA estimates they will be priced between \$9 and \$15.

On May 31, CCA, a publicly traded company, posted first-half sales of \$31.4 million, up 4.3 percent versus the previous year.

Austin, 47, has sold more than 20 million copies of her exercise videos, which are sold at mass retailers such as Wal-Mart. She has also authored fitness books, and she appears daily on Lifetime Network's "Denise Austin's Daily Workout." In 2002, Austin was appointed by President Bush to the President's Council on Physical Fitness and Sports.

Berman said Austin's following is very loyal, since she is "very credible." Berman expects Austin to endorse the new skin care line in print ads and by making public appearances.

— Andrea Nagel

Denise Austin



ed cream and Solar Sense sun care products, has not yet met with retailers to discuss the line, but it has contacted several of its key accounts to discuss preliminary plans, Berman said.