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FUTURE MRSA OUTBREAKS IN SCHOOLS ARE PREVENTABLE!
Skininvisible's Antibacterial Hand Sanitizer Lotion Kills MRSA on Contact

Las Vegas, Nevada – October 22, 2007 – Skininvisible, Inc. (OTC Bulletin Board: SKVI / Website: www.skininvisible.com) has formulated a product that may have stopped the recent spread of the Super-Bug, MRSA (methicillin-resistant Staphylococcus aureus) in schools and universities. The product, a non-alcohol based antibacterial hand sanitizer lotion made with Invisicare®, is marketed by Triple-S under the brand name Protec-4™.

Recent headlines have indicated that MRSA is more prevalent than ever, even outside of the hospital environment. According to The Journal of the American Medical Association, October 17, 2007 "...such infections may be twice as common as previously thought, according to its lead author, Dr. R. Monina Klevens. If the mortality estimates are correct, the number of deaths associated with the germ, methicillin-resistant Staphylococcus aureus, or MRSA, would exceed those attributed to H.I.V.-AIDS, Parkinson's disease, emphysema or homicide each year."

Preventative measures are available. Independent studies verify that Protec-4 effectively kills MRSA as well as other common bacteria on contact. According to Ken Crutcher, Triple S Member and Board Director, school systems from New York to Kentucky are installing Protec-4 to keep their students and staff healthy. "The Union County Board of Education in Morganfield, KY. has been proactive about stopping the spread of MRSA in their school system. Their strategy starts with having each student apply Protec-4 when getting on the school bus (bus riders cover 75% of the student population). Secondly every teacher's desk has a bottle of Protec-4 and the students are required to use it first thing in the morning and again at lunch. Support and maintenance staff also have Protec-4 available for their use," said Mr. Crutcher. He further commented, "Another school system recently conducted an in-school study that showed their pupils actually preferred the Protec-4 hand sanitizing lotion over alcohol-based sanitizers which tend to dry out the skin following repeated uses. They installed Protec-4 dispensing systems in over 300 class rooms."

About Skininvisible Pharmaceuticals, Inc.

Skininvisible Pharmaceuticals, a wholly owned subsidiary of Skininvisible Inc., is a research-and-development company whose primary business objective is to license its proprietary formulations with Invisicare to pharmaceutical and cosmeceutical companies as well as assisting companies in revitalizing or enhancing their existing skin care products. www.skininvisible.com AND www.invisicare.com

About Triple S

Based in Billerica, Massachusetts, Triple S is a national distribution, networking, sales, marketing and logistics organization in the janitorial and sanitary supply industry. With 115 Member-dealers and four regional distribution centers across the United States, Triple S offers nationwide service to the education, health care, commercial, industrial, and government markets. www.triple-s.com

About Protec-4™

Clean hands are paramount to reducing the spread of MRSA. Protec-4 Hand Sanitizing Lotion is effective against a broad spectrum of pathogens including MRSA, e-coli, Listeria, Salmonella, Strep, Staph, VRE and more. Protec-4 kills 99.9% of harmful germs. Protec-4 Hand Sanitizing Lotion is available in 8 oz. pump bottles (8/case) and a 500 mL. controlled dispensing system.

Forward-Looking Statements

This press release contains 'forward looking' statements within the meaning of Section 21A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended, and are subject to the safe harbors created thereby. Such statements involve certain risks and uncertainties associated with an emerging company. Actual results could differ materially from those projected in the forward looking statements as a result of risk factors discussed in Skininvisible, Inc. reports on file with the U.S. Securities and Exchange Commission (including, but not limited to, a report on Form 10Q for the quarter ending June 30, 2007)