



## Incredible Discoveries® Announces Production of Direct Response Commercials for One Minute Peel™

*Top direct response marketing company to introduce innovate skincare product to the general public*

POMPANO BEACH, FL (July 10, 2013) Incredible Discoveries®, a division of O2 Media™, Inc., and one of the largest producers of direct response infomercials, today announced that they have begun production of a direct response campaign for the One Minute Peel™. Partnering with StarMaker Products, Incredible Discoveries is producing a two minute and one minute direct response commercial for this revolutionary product.

**Anson Williams**, star of Happy Days and a director / producer of numerous popular television shows, and **JoAnna Connell**, a top make-up artist and Hollywood beauty product developer, have teamed up to create the One Minute Peel™. This Hollywood beauty secret used daily by some of the biggest celebrities in the world will now be available to women everywhere, giving them a more youthful, radiant look, instantly.

“We are extremely excited to be partnering with Anson and JoAnna from StarMaker Products to bring the One Minute Peel™ to women everywhere,” said Lee Kaplan, Senior Director of Direct Response Marketing for Incredible Discoveries. “One Minute Peel™ is truly an incredible discovery, because it works right before your eyes. In fact, during the first day of shooting, women said that it made them look ten years younger in just one minute! The proprietary formulation gently helps smooth skin by helping dissolve surface buildup of dull, gray cells. The result is a healthy-looking, hydrated glow.”

Once production of the commercials is complete, Incredible Discoveries will begin conducting media tests across various national cable networks. When benchmarks are achieved, Incredible Discoveries will optimize and rollout the commercials for One Minute Peel™ across all markets. Estimates indicate that over 100 million US households will be reached.

Incredible Discoveries also occupies a unique position in the direct response industry. They are a division of O2 Media, Inc., which produces the daily morning show for women, The Balancing Act® airing on the Lifetime Network.

For more information on Incredible Discoveries, please contact Lee Kaplan via email [Lee@IncredibleDiscoveries.com](mailto:Lee@IncredibleDiscoveries.com), or via phone 954.935.3162, ext. 230.

### **About Incredible Discoveries®**

Incredible Discoveries, a division of O2 Media, Inc., is a fully integrated production and marketing company that specializes in both short form and long form direct response infomercial development. Incredible Discoveries has a unique approach that allows them to work side-by-side with product manufacturers in developing go-to-market strategies via multi-media venues. Incredible Discoveries hosts a team of dynamic professionals with years of direct response ingenuity and expertise. Their unique and fresh approach to infomercial programming has facilitated partnerships with some of the largest agencies and manufacturers in the world. Visit us at [www.IncredibleDiscoveries.com](http://www.IncredibleDiscoveries.com).

### **About O2 Media™**

**O2 Media** is an award-winning full-service integrated media and production company specializing in launching brand names out into the world through compelling storytelling and two-way conversations. Our team of Production, Marketing and Technology experts generate buzz and brand awareness for our customers and content partners with a fully integrated media solutions mix using our four Branded Entertainment TV shows, Direct Response, Print and Online Marketing channels. Visit us at [www.o2MediaInc.com](http://www.o2MediaInc.com).

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