

ICTV Brands Inc. Goes Hollywood with Dermawand and Coral Actives

Dermawand and Coral Actives Included in the “*Everyone Wins at the Oscars*®” Nominee Bag

Wayne, PA (PRWEB), February 24, 2015 - ICTV Brands, Inc. ([OTCQX:ICTV](#)), ([CSE:ITV](#)), a direct response marketing and branding company focused on the health, wellness and beauty sector is thrilled to announce participation in the “*Everyone Wins at the Oscars*®” Nominee Bag. The 87th annual Oscars® is Hollywood’s biggest night spotlighted by the red carpet, golden statues, and glamorous celebrities mixing it up with the evening’s nominees. Luckily no one walked away empty handed, as nominees in the major Academy Awards categories of Best Actor/Actress, Best Supporting Actor/Actress and Best Director all received a gift bag which included the following ICTV Brands Inc. Products:

- Dermawand™, a small, hand held beauty tool that stimulates the skin with massaging radio frequency waves. The product allows the user to manage visible signs of aging, soften the appearance of wrinkles and fine lines, as well as improve overall skin tone and texture.
- The DermaVital® product line consisting of pre-face, cleansers, moisturizers, hydrators, and skin repairing cream.
- CoralActives®, a 2 Step Acne Treatment with Retinol Exfoliating Cleanser and Penetrating Acne Serum Gel.

“We are honored to have the Dermawand™ & CoralActives® brands chosen to be part of the “Everybody Wins at the Oscars®” Gift Bag,” said Rich Ransom, President.

Visit <http://www.Dermawand.com> to receive additional product information and by following Dermawand® on Facebook at <https://www.facebook.com/MyDermawand> and Twitter [@DermaWand1](#).

Visit <http://www.coralactives.com> for the promotion and receive additional product information by following CoralActives® on Facebook at <http://www.facebook.com/CoralActives>, and Twitter / Instagram [@CoralActives](#).

The grand total of this year’s gift bag is worth over \$125,000 of fabulous gifts. Participating in the gift bag being given to this year’s non-winning Academy Award Nominees by Distinctive Assets, includes the following nominees:

Host: Neil Patrick Harris

Best Actor:

Steve Carell
Bradley Cooper
Benedict Cumberbatch
Michael Keaton

Best Actress:

Marion Cotillard
Rosamund Pike
Felicity Jones
Reese Witherspoon

Best Actor in a Supporting Role:

Robert Duvall
Mark Ruffalo
Ethan Hawke
Edward Norton

Best Actress in a supporting Role:

Emma Stone
Laura Dern
Keira Knightley
Meryl Streep

Best Director:

Richard Linklater
Bennett Miller
Wes Anderson
Morten Tyldum

The Distinctive Assets' Everybody Wins at the Oscars® Gift bag has no affiliation with any official Oscar® bag or A.M.P.A.S®.

About ICTV Brands, Inc.

ICTV Brands, Inc. sells health, wellness and beauty products through a multi-channel distribution strategy. ICTV utilizes a distinctive marketing strategy and multi-channel distribution model to develop, market and sell products through direct response television (DRTV), Internet/digital, e-commerce, live television shopping and retail. Its products are primarily sold in the U.S. and available in over 35 countries. Its products include DermaWand, a skin care device that reduces the appearance of fine lines and wrinkles, and helps improve skin tone and texture; DermaVital, a professional quality skin care range that effects superior hydration; and CoralActives, a line of acne treatment and skin cleansing products. ICTV Brands, Inc. was founded in 1993 and is headquartered in Wayne, Pennsylvania.

Forward-Looking Statements

Forward-Looking Statements. This press release contains "forward-looking statements" within the meaning of Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended (the "Exchange Act") (which Sections were adopted as part of the Private Securities Litigation Reform Act of 1995). Statements preceded by, followed by or that otherwise include the words "believe," "anticipate," "estimate,"

"expect," "intend," "plan," "project," "prospects," "outlook," and similar words or expressions, or future or conditional verbs such as "will," "should," "would," "may," and "could" are generally forward-looking in nature and not historical facts. These forward-looking statements involve known and unknown risks, uncertainties and other factors which may cause the Company's actual results, performance or achievements to be materially different from any anticipated results, performance or achievements. The Company disclaims any intention to, and undertakes no obligation to, revise any forward-looking statements, whether as a result of new information, a future event, or otherwise. For additional risks and uncertainties that could impact the Company's forward-looking statements, please see the Company's Annual Report on Form 10-K for the year ended December 31, 2013, including but not limited to the discussion under "Risk Factors" therein, which the Company has filed with the SEC and which may be viewed at <http://www.sec.gov>.

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