



PRESS RELEASE

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Swiss line “Face-Lift” Age Intelligence

CELL SHOCK
Age Intelligence
De-Aging Restorative Complex

2 October 2012, Kuala Lumpur – The first spark of “Age Intelligence” was introduced by Swiss line in 2008 with the launch of *Cell Shock Age Intelligence™ Cellular Recovery Complex*. Back then, it was the product that launched “liquid surgery” as a beauty buzzword. It was also the first product in the industry to use an airless syringe to preserve the integrity of its medical-grade ingredients. The *Age Intelligence™ Cellular Recovery Complex* is an iconic product and a best seller from Swiss line for skin recovery and correcting signs of aging.

Fast forward to the present, Swiss line’s *Age Intelligence™* has upped its ante by capitalizing on new R&D developments, while staying true to the original winning formula. The new generation of Swiss line *Age Intelligence™* is manifesting itself as the **Cell Shock Age Intelligence De-Aging Restorative Complex!**

The Age Intelligence De-Aging Restorative Complex will upstage its predecessor by delivering the same benefits but with an added boost in anti-wrinkle and firming treatment. The product has been “face-lifted” to deliver enhanced “face-lift” effects.

The Age Intelligence De-Aging Restorative Complex is an alternative to Botox injection (liquid surgery). It can also be used as a reliable post-surgical formula. The product slows down the breakdown of Botox injection. Swiss line is calling it the “Botox Buddy”.

As a stand-alone product, the Age Intelligence De-Aging Restorative Complex is a powerful serum. It rebalances the skin’s self-renewal process to restore the natural protection of the horny layer of the skin, giving it a smoother more even feel. It has been proven to slow down dermal aging by

boosting collagen and elastin production to counteract the loss of elasticity. It modulates the skin's chronic inflammatory response.

The Inflammation Triggers Concept

Swiss line scientists developed the first generation of Age Intelligence™ using a seesaw approach. The product acts to bring the skin to an equilibrium level by boosting its repair capacity and simultaneously reducing cumulative damage. Adding to the original capacity, the Age Intelligence De-Aging Restorative Complex has incorporated new research using the "Inflammation Triggers" concept.

Regardless of the cause, the body reacts to injury and wounds in the same way: inflammation. Our modern lifestyle and the associated stress factors (inflammation triggers) initiate inflammation. On an ongoing basis, a series of bio-chemical chain reactions leads to chronic inflammation which destroys the skin's tissue repair capacity and results in premature aging. Therefore, it is critical to fight chronic inflammation, as it is not a consequence of aging, but the actual cause.

Acting on the seesaw and inflammation triggers approach to fighting skin's decrepitude, the Age Intelligence De-Aging Restorative Complex has unleashed a force against nature, recovering the skin back to youth.

The unparalleled formula contains powerful medical grade ingredients with proven efficacy to initiate the self-repair and self-healing process of the skin, visibly minimizing the signs of aging.

The Key Actives

The key actives in Age Intelligence De-Aging Restorative Complex include:

Age Intelligence Complex

This medical-grade complex, consisting of two key ingredients - Perfluorodecalin and Madecassoside® (Bayer) - is present in all Age Intelligence products. Perfluorodecalin, an oxygen carrier proven to mimic natural cellular respiration, is an FDA approved blood substitute that ensures the cells take the optimum amount of oxygen to attain the optimum production of collagen. Madecassoside® (BAYER), obtained from an active fraction of Centella Asiatica, is proven to

modulate the skin's chronic inflammatory conditions and rebalance the skin's natural protection of the horny layer of the skin to give it a smoother, more even feel.

Cellactel 2 Complex –

A powerful, biotech, botanical cellular complex, exclusive to Swiss line Cell Shock collection, helps the skin cells breathe, preserve energy and metabolize more effectively. It provides the skin with essential nutrients and is one of the most effective natural skin regenerators and oxygenators known to skincare specialists today.

Ronacare®

A pharmaceutical cyclopeptide from Merck which has been proven to improve the skin structure and reduce wrinkle depth by 15%. It boosts production of basal membrane proteins, including collagen 4 and lamnin A4, as it simultaneously protects the tissues from collagenases and elastases, responsible for collagen and elastin breakdown.

Botox-Pro Complex

This liposome system extends the effects of Botox and slows down the breakdown of the results over time. It does so by mimicing peptides similar to the skin's own decorin and replacing the truncated forms of decorin to regulate fibrillogenesis. Citruline, an amino acid, combines with these peptides to enhance the relaxing and smoothing effect, thereby increasing the skin's suppleness and counteracting the stiffening of matrix collagen.

The Age Intelligence De-Aging Restorative Complex is retailed in a 25ml tube **at RM688.**

Application: Apply day and/or night over the face and neck. It may be used before any Total-Lift/Total-Resurface Cream, or any other moisturizer. For optimal results, apply at night to benefit from the night recovery metabolism.

Swiss line products are available at over 50 Cheerful Beautique member beauty salons nationwide, including Energy Day Spa at Great Eastern Mall (Ampang) and Damai Sari (Mont'Kiara). For the full list of Beautique member locations, logon www.cheerful.com.my

The Age Intelligence Range

Age Intelligence De-Aging Restorative Complex joins **Age Intelligence Dual Eye Cream and Age Intelligence Recovery 3D Hand Cream** as part of the sub-family in the renowned Cell Shock collection.

About CELL SHOCK

Swiss line's CELL SHOCK range of paramedical skincare products is acclaimed for its anti-aging efficacy and clinical heritage.

The star ingredient of CELL SHOCK range is the Cellactel 2 Complex. This Swiss line's exclusive ingredient is a breakthrough in medical science and is considered as one of the most effective natural skin regenerators and anti-aging ingredient.

Swiss line of Dermalab S.A. based in Zurich, Switzerland work with the most reputable Swiss clinics and laboratories to produce a serious, "problem-solution" line for the discerning woman who expects concrete results. It has launched an extensive collection of CELL SHOCK products, each with a specific de-aging action.

"The difference between CELL SHOCK and other anti-aging skin treatments is the fact that our products contain more active ingredients than most competitive products," says Prince Michaël Massalsky, founder and CEO of Swiss Line by Dermalab.

About Swiss line

Swiss line, a revolutionary, anti-aging Swiss skincare brand with both a consumer and professional range, combines a proud heritage in the field of cellular therapy, a paramedical approach to beauty and a penchant for innovation. Behind the Swiss line name lies a heritage of the highest standards in cosmetic treatment.

Swiss line has established its global anti-aging science and product strength in the market with star lines of products such as the CELL SHOCK range; the CELL SHOCK WHITE range; the FORCE VITALE range; the **WATER SHOCK range** and the AGELESS PURITY range.

Swiss line is founded by Prince Michael Massalsky in Switzerland more than 20 years ago. Extensive, ongoing research involving top Swiss skincare specialists leads to the advanced formulas based on botanical ingredients. Rigorous product development and formulation techniques guarantee that only those products delivering remarkable immediate and medium-term results carry the Swiss line name.

All Swiss line by Dermalab products are developed and manufactured in Switzerland in accordance with the highest Swiss quality standards. All treatment products are dermatologically and safety tested non comedogenic (do not block pores or cause acne) and screened for potential sensitizers and irritants. For more information on Swiss line, log on to www.swissline-cosmetics.com

About Cheerful Beauteepro

Cheerful Beauteepro was established in 1983 as the marketing division for the Cheerful Group trading company supplying cosmetic products and beauty equipment. Operations in Malaysia first started in Kuala Lumpur in 1988. Within a year, business flourished and another branch in Singapore was established. Today, Cheerful Beauteepro has a partnership of more than 100 Beautique Members (Beauty Centres) nationwide with expansion plans in the future. Cheerful Beauteepro is the sole distributor of Swiss line products in Malaysia. The company has also established a successful marketing and distribution line for Carole Franck, Dr. Rimpler and Isabelle Lancray beauty products.

This Press Release is issued for and on behalf of

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