

PRESS RELEASE

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SWISS LINE SUPER STAR SERUMS

One Drop Away from Reclaiming Your Youth
One Pen Stroke Away from Redeeming Spotless Skin

5 March 2013, Kuala Lumpur – Swiss line has attained stardom with the global launch of two new products – the **Cell Shock 360° Anti-Wrinkle Serum Triple-Collagen Complex** and the **Cell Shock White Whitening Pen L.A.S.E.R. Anti-Spot Complex!**

Bringing star power to Swiss line Malaysia's launch event of the products, collectively known as the "Super Star Serums", is Andrea Fonseka, the shining star admired for her timeless beauty and grace.

Swiss line's two newest anti-aging serums – one tackling wrinkles, and the other one, pigmentation – combine classic skincare ingredients (Collagen and Vitamin C) with breakthrough technology and innovative delivery methods.

With Swiss line's Cell Shock 360° Anti-Wrinkle Serum Triple-Collagen Complex, you are one drop away from reclaiming your youth; and with Cell Shock White Whitening Pen L.A.S.E.R. Anti-Spot Complex, you are one pen stroke away from lightening stubborn pigmentation.

The Cell Shock 360° Anti-Wrinkle Serum Triple-Collagen Complex and the with Cell Shock White Whitening Pen L.A.S.E.R. Anti-Spot Complex now joins Swiss line league of impressive serums. Other serums which have been receiving raves reviews are the Cell Shock Age Intelligence De-Aging Restorative Complex, the Cell Shock Face Lifting Complex and the Cell Shock White-Total Face & Eyes Essence.

CELL SHOCK 360° ANTI-WRINKLE SERUM TRIPLE-COLLAGEN COMPLEX

ONE DROP AWAY FROM RECLAIMING YOUR YOUTH

Wrinkles and pigmentation are “tell-tale” signs of aging skin - physical manifestations of the lives we have led ... the good times, the bad times, and everything in between. But, not all of us want to be read like an open book.

The Cell Shock 360° Anti-Wrinkle Serum Triple-Collagen Complex is a drop of brilliance to reclaiming youth. It provides a visible line-filling effect by infusing dry skin with intense moisture and lasting resilience. Its triple-collagen complex offers three different paths to collagen refurbishment by increasing the skin's own collagen production, strengthening it, and safeguarding it from depletion.

KEY ACTIVES

The key actives in Cell Shock 360° Anti-Wrinkle Serum Triple-Collagen Complex include:

Triple-Collagen Complex which is comprised of (1) *Soluble collagen* (increasing collagen levels in the skin); (2) A Collagen boosting peptide, Palmitoyl Pentapeptide-4, (stimulating the synthesis of collagen, elastin and glycosaminoglycans, and repairing sun damaged skin) together with Botanical sprout cells from Argan trees (reducing wrinkles up to -26%*). Argan tree is one of the three oldest tree species in the world. A sustainable technology is used to cultivate this rare and endangered plant; (3) Collagen Protective Factor, a highly purified extract from the microalgae *Nannochloropsis oculata* together with a well-balanced fraction of polysaccharides (providing a protective shield against the oxidative stress of collagen).

* According to *in vivo* test with the Argan tree extracts as tested against a placebo.

Hyaluronic Acid, a glycosaminoglycan widely distributed throughout connective, epithelial and neural tissues. It is known to improve the skin's density and resilience. 360° Anti-Wrinkle Serum Triple-Collagen Complex utilizes low molecular weight hyaluronic acid in a reduced size molecule that facilitates its delivery and enhances its penetration across the skin barrier. Unlike most hyaluronic acid which is used in beauty products as a surface line filler, Swiss line has incorporated a hyaluronic acid that works in synergy with the soluble collagen as a matrix repair factor, therefore making it work more than just a surface line filler.

Ocean-Matrix Complex, is comprised of anti-wrinkle and anti-inflammatory marine ingredients. It uses a revolutionary transfer of technology: a "skin-edible" polymer film, to provide the foundation for an unprecedented anti-wrinkle effect. Polysaccharides from a botanical origin and a lyophilisate from the red algae *Porphyridium cruentum* are optimized to give an intense and immediate tightening through the use of cohesive polymer films with visco-elastic properties.

Cellactel 2 Complex, Swiss line's acclaimed anti-aging formula which is a powerful, biotech, botanical and cellular complex. It helps the skin cells breathe, preserve energy and metabolize more effectively. It provides the skin with essential nutrients and it is one of the most effective natural skin regenerators and oxygenators known to skincare specialists today. This active ingredient is exclusive to Swiss line's Cell Shock collection.

CELL SHOCK WHITE WHITENING PEN L.A.S.E.R. ANTI-SPOT COMPLEX

ONE PEN STROKE AWAY FROM REDEEMING SPOTLESS SKIN

Swiss line Cell Shock White Whitening Pen L.A.S.E.R. Anti-Spot Complex is truly a stroke of genius, akin to a pen stroke to redeeming even skin tone. The product combines the maximum whitening and anti-spot power in a quasi-drug formula that delivers noticeable results. Containing innovative molecules of Vitamin C and plant extracts, the serum-pen effectively tackles age spots and uneven pigmentation that have up until now been resistant to whitening products.

KEY ACTIVES

The key actives in Cell Shock White Whitening Pen L.A.S.E.R. Anti-Spot Complex include:

Map-C, an innovative, new form of Vitamin C with proven lightening power offers greater stability (due to magnesium ascorbyl phosphate) and quicker results (due to high concentrations of ascorbyl glucoside) than previous forms of Vitamin C. It is packaged in one double molecule bound to starch, facilitating a larger release of ascorbyl into the skin to work in synergy with alfa-glucosidase, an enzyme naturally present in skin cells.

Light-Tech Complex combines two bio-engineered botanical extracts: Yuzu fruit (*Citrus junos*) which provides a rich source of Vitamin C and also contains ceramides to smooth and moisten the skin; and Licorice root (*Glycyrrhiza glabra*) which contributes to a tyrosine inhibiting and skin lightening effect. The Yuzu fruit has a much richer source of vitamin C as compared to most other fruits such as oranges and lemon. In Japan and Korea, there is a practice of taking bath with water infused by peels of Yuzu for its “healing” and lightening powers.

Glycyrrhizinic acid is a quasi-drug approved form of licorice extract (Dipotassium Glycyrrhizinate) that reduces inflammation and also inhibits the enzyme responsible for melanin production. Glycyrrhizinic acid causes melanin to remain inside the melanocyte and not be released to the epidermal cells and inter cellular cement. Swiss line has cleverly doubled the action in reducing skin pigmentation by using the combined virtues of licorice extract to lessen the quality of melanin and glycyrrhizinic acid to inhibit the transfer of melanin to the skin's surface.

SWISS LINE'S NEWEST ADDITIONS TO THE CELL SHOCK COLLECTION & CELL SHOCK WHITE COLLECTION

Swiss line, a revolutionary, anti-aging Swiss skincare brand combines a proud heritage in the field of cellular therapy, a paramedical approach to beauty and a penchant for innovation.

Cell Shock 360° Anti-Wrinkle Serum Triple-Collagen Complex joins Swiss line's Cell Shock collection launched in 1995 to combat cellular aging.

Cell Shock White Whitening Pen L.A.S.E.R. Anti-Spot Complex joins Swiss line's Cell Shock White collection launched in 2010 to merge the best in anti-aging cellular therapy with the most advanced whitening technology.

The Cell Shock 360° Anti-Wrinkle Serum Triple-Collagen Complex is retailed at RM698 in a 30ml gold metal bottle with a twist-activated pipette. The Cell Shock White Whitening Pen L.A.S.E.R. Anti-Spot Complex is retailed at RM378 in a 15ml air-less pump pen with applicator.

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.

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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