

PRESS RELEASE

Press Enquiry:
Gail Hong / Lachesis Ang
Tel: +603 6201 9877
Email: gail@sannsc.com
lachesis@sannsc.com

SWISS LINE DELIVERS 24 HOURS HYDROTHERAPY EXPERIENCE
FORCE VITALE AQUA-VITALE SERUM 24

(Date), Kuala Lumpur – The average length of a solar day on Earth is about 86,400 seconds (24 hours). Every 24 hours in a day make up our lifetime. What we choose to do in those hours determine the quality of our life. Imagine a skincare product that utilizes all the precious hours to hydrate and nourish our skin, keeping our skin feeling and looking good in a virtuous cycle. Swiss line has taken this treatment approach with the launch of the Swiss line Force Vitale Aqua-Vitale Serum 24!

The Swiss line Force Vitale Aqua-Vitale Serum 24 is developed by Swiss line to promote the well being of our skin over a 24-hour period with 24 active ingredients. The innovative product is a refreshing countermeasure for dull and dry skin, for those who feel that their skin is too dry for comfort or one size too small for the face. Its unique soft-touch texture immediately offers a moisture surge and kick-start the revitalization process, comforting the skin.

The Aqua-Vitale Serum 24 simultaneously delivers hydration (aqua) and energy (vitale) with the science of hydrotherapy and formulation of 24 active ingredients in a bottle.

The Science of Hydrotherapy – Natural Moisturizing Factor (NMF)

First introduced in Swiss line Cell Shock product collection in 1989, the Natural Moisturizing Factor (NMF) is the water-binding factor in the stratum corneum. It should be remembered that water makes up 70% of the skin and 65% of the epidermis. This water balance depends on perspiration, atmospheric humidity, psychological factors (stress, fatigue etc), the quantity of water in the cells underneath the stratum corneum and the hydrolipid film.

The Aqua-Vitale Serum 24 contains powerful antioxidants, energy boosters, hydration binders and most notably Salicornia Herbacea which is recently shown to not only boost the skin's water content but also its urea content, a key component of NMF in the skin.

The 24 Active Ingredients

The Force Vitale Aqua-Vitale Serum 24 hosts 24 formidable nutrients, vitamins, trace elements, minerals, botanical and fruit extracts in its formulation. They are grouped into 3 key actives – Alpine Bio Extract, Soft-Touch Polymer and Aqua Vitale 24 Complex, which work in synergy to deliver hydration and energy for the skin.

1. Alpine Bio Extract

The Alpine Bio Extract is formulated with the concentrated and organically grown Swiss Alpine plant extracts from edelweiss, daisy flower, yellow gentian and coltsfoot, which provides antioxidant, re-mineralizing, purifying and brightening properties.

2. Soft Touch Polymer

The soft touch polymer is a compound of dehydrated powder from red algae (*chondrus crispus*) and a biotech polysaccharide-gel to create an aqua-porous protective film capable of delaying water loss while naturally trapping water molecules. It makes the skin silky smooth to the touch.

3. Aqua-Vitale 24 Complex

The Aqua-Vitale 24 Complex optimizes the efficacy of the product with 3 dominant actions - water binding agent, energy booster and brightener, and powerful antioxidant.

The *water binding agent* is derived from *Salicornia*, a botanical extract which delivers an innovative new way to hydrate the skin while preventing trans-epidermal water loss. Sodium hyaluronate, urea and sodium PCA, also hydration binders, additionally provide both short and long-term hydration.

The *energy booster and brightener* is derived from chilean tree extract which helps to lighten and even the complexion. It is combined with stabilized vitamins A, C and PP, to improve the texture of the skin. Enforcement of minerals and oligo-elements - zinc, copper and magnesium are added to the formula to stimulate cellular metabolism.

The *powerful antioxidant* is delivered with rice and pomegranate extracts. It is combined with vitamin E to boost antioxidant protection, improve skin resilience and prevent UV damage

The roll call of the 24 ingredients in the Aqua-Vitale Serum 24 :-

Sodium lactate, Sodium PCA, Fructose, Urea, Salicornia plant extract, Sodium hyaluronate, Panthenol, Meadowfoam seeds, Sunflower seeds, Diacetyl boldine (active fraction from the Chilean tree), Daisy flower blossoms, Edelweiss flowers, Gentian root, Coltsfoot leaves, Tocopheryl acetate (vit E), Zinc gluconate, Magnesium aspartate, Copper gluconate, Retinyl palmitate (vit A), Sodium ascorbyl phosphate (vit C), Niacinamide (vit PP), Pomegranate, Rice protein, Rice oil

Swiss line latest launch of the Force Vitale Aqua-Vitale Serum 24 has taken skincare through astronomical time and monumental innovation. The birth of a serum that works through the passing of time to keep our skin in its nascency.

The Force Vitale Aqua-Vitale Serum 24 is retailed at RM538 in a 30ml acrylic pump-bottle. The serum can be applied morning and night over the face and the neck. To achieve the best result, use it regularly and together with any Total-Lift/Total-Resurface Cream.

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 Force Vitale

Swiss line launched the Force Vitale collection in the year 2000. The collection is an exquisite range of products inspired by the Alpine ecosystem. It combines potent botanical extracts with proven efficacy together with powerful natural antioxidants to visibly smooth, moisturize and protect the skin against the signs of premature aging.

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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For more information, please contact:

Ms. Gail Hong / Ms. Lachesis Ang

Sanns Communications Sdn. Bhd.

Suite C-07-05, 7th Floor, Block C

Plaza Mont' Kiara, 2 Jalan Kiara

50480 Kuala Lumpur.

Tel: +603 6201 9877

Fax: +603 6201 9887

E-mail: gail@sannscm.com / lachesis@sannscm.com