



**PRESS RELEASE
FOR IMMEDIATE RELEASE**

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**Beauty Revival from Archaic Wisdom
Launch of BIONATIVE from Dr. Rimpler**

25 May 2010, Kuala Lumpur – BIONATIVE, the latest range of skincare products from Dr. Rimpler represents a groundbreaking confluence of anthropological and advance scientific studies. In the quest to deliver a skincare formula for ageless beauty, Dr. Rimpler's research laboratory has turn the books of the long forgotten wisdom of Shamans and combined it with their sophisticated scientific know-how, the result is a remarkable purely natural and biomimetic skincare which transcends beliefs and science.

BIONATIVE encompasses the knowledge of ancient shamanism healing which draws the holistic secrets from the nature of the American continent, the "Indian Spirit of Nature". The treasures of the indigenous flora are culled in a biomimetic and skin-friendly formulation based on sugar emulsifiers and without chemical preservation.

Precious seed oil from *meadowfoam* with a high content of unsaturated fatty acids together with the bark extract of *magnolia* are combined with product-specific active ingredients from a selection of Native American flora. *Prickly pear* from the vastness of Arizona delivers soothing and efficacious hydrating properties. The seed oil of *inca peanut* used by Inca's ancestors maintains the skin's hydration. *Yerba santa* extract, a plant which originates in the dry Western regions of America protects and strengthens the natural DNA repair mechanisms of the skin.

A fusion of natural essential oil from green apple, litchi, orange, caramel and sandalwood gives BIONATIVE a flowery-fruity fragrance that ignites the senses in the rejuvenation of tired skin.

The BIONATIVE range of skincare bears a nature promise from Dr Rimpler where all efforts and production of the formula adheres to "A perfected symbiosis of effectiveness and responsibility. The respectful handling of our environment together with natural active ingredients form a modern and sophisticated skin care line. Fair trade and a climate-friendly production are our moral commitment to manufacture sustainable cosmetics of highest quality." The ingredients of BIONATIVE are obtained from ecological cultivation and are eco-certified.

BIONATIVE Range of Products

BIONATIVE Herbal Day Care

Utilizing the Native American ancient wisdom of the overall sun protecting property of the *white cohosh* root extract which also boost cell protection, neutralizes free radicals and inhibits stress-induced irritations and inflammations, the BIONATIVE Herbal Day Care is a natural and highly innovative antidote for the skin. Ultra-refined extract from *prickly pear* completes this skincare by moisturizing the complexion and nourishing it with antioxidants, polysaccharides, vitamins and minerals.

*The BIONATIVE Herbal Day Care is retailed in a 50ml airless dispenser at **RMXXX***

BIONATIVE Herbal Night Care

Enriched with plant extracts used in traditional Native American medicine, this night care provides optimal rejuvenation and is suitable for sensitive skin. The cell protecting extract of *black elder* boost hydration and regeneration. The *Inca inchi oil*, rich in omega 3, 6 and 9 fatty acids, is added to protect and restructure the irritable, dry and mature skin. The BIONATIVE Herbal Night Care boosts skin

elasticity and contains soothing properties for immediate skin comfort and a healthier look.

The BIONATIVE Herbal Night Care is retailed in a 50ml airless dispenser at RMXXX

BIONATIVE Herbal Time Serum

This regenerating anti-age serum contains indigenous plant extracts which firm the skin and stimulate skin rejuvenation. An extract from the *golden rod* significantly improves the skin's elasticity, supports the collagen tensing effect and is a potent free radical scavenger for maximum prevention of skin alteration. The *yerba santa* extract protects and shields the skin while it rejuvenates. Rich in flavonoids and tannins it has a calming and stress-reducing effect on the skin.

The BIONATIVE Herbal Time Serum is retailed in a 15ml airless dispenser at RMXXX

Dr. Rimpler products are available at **XX** beauty centres nationwide. For more information, log on www.cheerful.com.my or contact Cheerful Beauteepro at tel: 03-2141 9928 or email: write2us@cheerful.com.my.

About Dr. Rimpler

Dr. Rimpler products are produced by Dr. Rimpler GmbH, which was the first enterprise in Lower Saxony, Germany to be certified for achieving top quality and high production standards in the cosmetic line in 1997. Developed through highly scientific means, this skin care concept is to treat individual problem zones accordingly with a combination of natural, purified and biotechnological substances.

Professor Rimpler was elected and honored by an independent jury of journalists in the beauty sector for his indefatigable efforts of development and research in professional and respectable cosmetics, and was awarded the "Life Sacred to the Beauty" by the International Division of Aesthetics Association for his contributions to European interests in the cosmetic sector.



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 Centers) 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
Cheerful Beauteepro by Sanns Communications Sdn Bhd

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