

SWISS LINE CELL SHOCK AGE INTELLIGENCE
YOUTH-INDUCING SYSTEM
A New Era of Molecular Skincare
The Domino Effect of Knocking Down the Signs of Ageing

9 September 2013, Kuala Lumpur – Swiss line in its latest attempt to deliver the most advance anti-aging solution has produced another extraordinary outcome. Swiss line’s cutting-edge research and development has produced not just a product but a system which triggers a domino effect in knocking down signs of ageing. The scientists at Swiss line have referred this revolutionary research achievement as the "alter ego" for anti-aging.

The domino effect describes a chain reaction where a small change can cause effect in linear sequence. Swiss line scientists have developed this latest approach, to effectuate a domino effect in knocking down signs of aging and ultimately leading to profound changes, introducing a new era in molecular skincare.

Swiss line Cell Shock Age Intelligence Youth-Inducing System has combined a complex series of potent ingredients (Cellactel 2 Complex, Madecassoside, molecules from an algae, cultured stem cells from a coffee plant, collagen promoting peptides, retinol and more) to act as “dominoes”. They work successively and in synchronicity to knock down the first warning signs of ageing to create a visible and youth-inducing effect.

The youth-inducing effect is the “alter-ego” to anti-aging. It is the contemporary understanding that the cumulative effect of aging is related to one another. If the causes are related to one another, the range of solutions needs to be correlated while simultaneously pinpointing several markers of ageing at one time.

The Youth Inducing system comprises of a *Cell Shock Age Intelligence Youth-Inducing Cream* and a *Cell Shock Age Intelligence PM-Repair Lotion*. Another set of super creams from Swiss line which act as multi-tasking moisturizers while tackling four skin aging markers – firmness loss, deep wrinkles, pigmentation spots and uneven pores.

Are you ready to start the youth-inducing chain reaction?

**CELL SHOCK AGE INTELLIGENCE
YOUTH-INDUCING CREAM
The Super Cream**

The Cell Shock Age Intelligence Youth-Inducing Cream is an all-in-one moisturizer which answers the needs of mature skin and addressing the age markers. It transforms the skin's inner architecture to overcome the skin aging markers and restores the complexion's luminosity and uniformity.

KEY ACTIVES

The key actives in Cell Shock Age Intelligence Youth-Inducing Cream include:

Cellactel 2 Complex + Madecassoside

Cellactel 2 Complex, Swiss line's world-renowned formula for lifting and anti-wrinkle efficacy, helps the skin cells breathe, preserve energy and metabolize more effectively.

Madecassoside, the star ingredient in every Swiss line Age Intelligence formula, protects the skin from inflammatory daily stress by reducing the release of pro-inflammatory epidermal messengers. It reduces the sensitivity of the skin cells while restoring the natural protection of the skin to give it a smoother and more even feel.

Rab27a Molecule

The Rab27a Molecule is the ticket to the field of molecular technology. This new field is based on the understanding that certain molecules can trigger or block cellular cascades and alter metabolic paths, in other words they start a domino effect in knocking down age signs.

The Rab27a Molecule is an active isolated fraction obtained from the red algae, *Palmaria palmate* which grows on the northern coasts of the Atlantic Ocean, mostly in Iceland and Greenland. It opens an entirely new path to pigmentation control therapy, fighting UV-induced pigmentation and counteracting age spots to produce an even complexion.

Stem Cell Pulse

Swiss line's Stem Cell Pulse is obtained from a stem cell culture of *Psilanthus bengalensis* (*Coffea bengalensis*), an unusual type of coffee that does not contain caffeine. It plumps the skin and fills wrinkles by boosting collagen production in the dermis. It restructures the tissue from a deep level by boosting the formation of adipocytes and simultaneously decreasing the enzymatic breakdown of lipids. The stem cell significantly reduces free radicals and improves cellular vitality.

Polypeptide Arginine-Lysine

This dual amino-acid based polypeptide provides a targeted "surgical" dermis extracellular-matrix action that results in the ultimate anti-wrinkle effect. It allows cell interactions, cell movements and control of the cell environment in terms of hydration and ionic balance. The polypeptide addresses the quality and density of the skin's own collagen while it strengthens the fibronectin (dermal protein that organizes the collagen and elastin fibers in a network).

Elastomer

This complex polymer refines pores and softens fine lines, while diffusing and reflecting light for a matte soft-focused complexion. It also forms a thin, invisible, visco-elastic film that fixes the moisture on the skin surface to an increase in smoothness and elasticity of skin.

**CELL SHOCK AGE INTELLIGENCE
PM-REPAIR BOOSTER
The Super Pre-Treatment Night Time Lotion**

Swiss line Cell Shock Age Intelligence PM-Repair Lotion is a high-performance night time pre-lotion which repairs metabolism and maximizes the four-pronged action of the cream during the night. The lotion supports cell turnover and exfoliation. It is formulated to boost the skin's night time repair capacity and refine its texture, as well as correcting uneven pores.

KEY ACTIVES

The key actives in Cell Shock Age Intelligence PM-Repair Lotion include:

Cellactel 2 Complex

Swiss line Cell Shock's signature ingredient that contains numerous de-aging cellular bio-nutrients that operate as global de-agers and cellular turnover enhancers. Cellactel 2 Complex is world-renowned for its lifting and anti-wrinkle efficacy.

Retinol Cyclo Complex

The "time-release" complex of pure medic-grade retinol (33'000 IU/g) is encapsulated in cyclodextrins. It helps to restore damaged skin and increase the cell turnover. The retinol thickens the epidermis, improving its texture and contributing to the unclogging of the pores and to more even complexion.

Panthenol

Pharmaceutical quality pantothenic acid (vitamin B5), known for its anti-inflammatory and soothing effects, helps to heal minor wounds. In combination with retinol, panthenol contributes to a fast skin renewal, while simultaneously prevents skin irritation during the initial retinol acclimatization period.

The Age Intelligence Youth-Inducing System is presented in two separate airless containers packaged in a coffret box. The products are retailed at RM1,188 in a system.

Application:

The PM-Repair Booster is intended for use in combination with the Youth-Inducing Cream.

Apply the Youth-Inducing Cream over the face and neck areas every morning and night after the usual skincare regimen. The cream has a unique soft-touch texture that can be applied by massaging it onto the skin with circular movements over the face and with descending movements from the jaw-line towards the neck.

Apply the PM-Repair Booster (at night only) before the Youth-Inducing Cream. The usage of this product can replace the nighttime toning lotion, and can be followed by other specific product such as ampoule or serum.

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 to www.cheerful.com.my.

The Age Intelligence Range

It has now been nearly five years since the launch of the first Age Intelligence Cellular Recovery Complex formula. The original product packaged in an acrylic syringe pump has introduced a new generation of medic-grade, cellular recovery ingredients never seen before.

Over the years, Swiss line is unrelenting in improving the original Age Intelligence product with successively more advanced products. The Age Intelligence Youth-Inducing System joined Age Intelligence Dual Eye Cream, Age Intelligence Recovery 3D Hand Cream and Age Intelligence De-Aging Restorative Complex as part of the sub-family in the renowned Swiss line 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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