



PRESS RELEASE

Press Enquiry:
Gail Hong / Sarah Saidon / Jennifer Uh
Tel: +603 6201 9877
Email: gail@sannsc.com
sarah@sannsc.com
jennifer@sannsc.com

**Swiss line Cell Shock Facial Boosting-Essence &
Swiss line Cell Shock White Facial Brightening-Essence
*The Essence of Things to Come***

Kuala Lumpur, 27 September 2016 - For over two decades, Swiss line Cell Shock products have passed the test of time to offer the best of active formulas in innovative delivery to tackle the physical manifestations of aging skin.

Not resting on its laurels, Swiss line has turned its attention to tackling a new era of skin's threats – the urban and environmental stress that devastates the health of our skin. On a daily basis, the skin is exposed to a barrage of toxins in our food, water, and the air we breathe. These toxins which are absorbed into our bodies give rise to cellular toxicity which continues in a vicious cycle. The healthy cells fight to get rid of the toxins, and in doing so, produce a lethal residue of metal components. Over time, the cells produce harmful chemicals that impaired cell rejuvenation, thereby causing an aging effect. Externally, micro-particles from home and industrial pollutants inflict the skin's surface resulting in dullness, dryness, fine lines and over-pigmentation, all of which ultimately lead to loss of tone and firmness of the skin.

Swiss line's research is proud to announce that they have found a clinically proven, modern formula that tackles "urban stress". The Swiss line's Urban-Detox Complex which will be added to more subsequent products from the brand, is formulated with specific protein fractions from Moringa seeds to shield skin from environmental pollution, while a Nasturtium stem extract promotes the role of cytoglobin as an oxygen carrier, facilitating intercellular exchange and diffusing toxicity.

Swiss line is arresting the vicious cycle of cellular toxicity - a major factor in aging skin - in its track with the launch of its improved formula for the Cell Shock Facial Boosting-Essence and the Cell Shock White Facial Brightening-Essence.

The concept of “facial essence” with “urban stress” is built on the idea of an essence which offers daily protection to skin from pollution and stress, and at the same time, boosting the skin’s own detoxing capacities.

The Swiss line Cell Shock Facial Boosting-Essence

This product keeps skin moist while addressing the tell-tale signs of skin fatigue. This new generation of essence-in-water formula addresses skin stress problems in the most targeted way. It also delivers a concentrated splash of energetic coolness to the skin.

The active ingredients in this product are Grape Living Water, Kombucha Extract and Urban-Detox Complex and not forgetting Swiss line’s signature Cellactel 2 Complex.

The grape polyphenols have demonstrated its powerful antioxidant effect. Swiss line’s patented extraction method, called the “Living Extraction”, is a process that does not involve usual volatile solvents extraction, thus keeping all the delicate polyphenols and phyto-nutrients present in the grapes “alive”. Meanwhile, the Kombucha, also known as “long-life mushroom”, smoothens and freshens the skin.

The Swiss line Cell Shock White Facial Brightening-Essence

This product addresses the signs of pigmentation and uneven skin texture, while encouraging optimal exfoliation and skin renewal. This essence is recommended for all skin types. It is ideal for aging skin with a need for intensified brightening and improvement in evenness. This product is also suitable for consumers who are looking for a gel-in-essence, a texture in between a lotion and a serum.

The active ingredients in this product are the AHA Botanical Blend, Aura-Light Cellular Culture and Ocean-Matrix Water.

The AHA Botanical blend has the effect of increasing cell renewal, and safely exfoliating dead cells for skin to appear fresher, more even and brighter. The Aura-Light Cellular Culture slows down pore expansion and gives the skin a smoother aspect by conferring a lighter, more uniform and even appearance. The Ocean-Matrix Water, comprising of sea water and a lyophilisate from red algae (*Porphyridium cruentum*), offers remarkable skin smoothing effects, thereby reducing roughness while acting like a protective barrier. As a result, skin is sublimated and imparts an even reflection of its inner luminosity.

More Than A Classic Toner

The new and sophisticated formula of the Cell Shock Facial Boosting-Essence and the Cell Shock White Facial Brightening-Essence illustrates an evolution of the traditional toners. Toners are typically formulated to assist in the cleansing process and restoring the skin's balance. Swiss line has formulated the new products to be more than a classic toner, so that it can respond to today's harsher environment, becoming essences that prepare and condition the skin, leaving the top layer soft and ready for a better penetration of further useful products. Swiss line's new essences offer both a bright splash of energetic coolness and nutrients to stressed skins.

The Swiss line Cell Shock Facial Boosting-Essence is retailed at RM468 in a 150ml glass bottle, while the Swiss line Cell Shock White Facial Brightening-Essence is retailed at RM488 in a 150ml glass bottle. The Swiss line products are available at over 50 Cheerful Beautique member beauty salons nationwide in Malaysia, including Energy Day Spa at Great Eastern Mall (Ampang). For the full list of Beautique member locations, logon to 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 works 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 Cell Shock White

The Swiss line Cell Shock White collection is an extension of the Cell Shock collection. The Cell Shock White range was launched in 2010 and incorporates whitening research and development into Swiss line intelligence in anti-aging. The collection of products are formulated to visibly lift, firm and revitalize the skin, while whitening it. The Cell Shock White products made in Switzerland contain the signature anti-aging cellular nutrients of Cellactel 2 White Complex, together with clinically proven skin pigmentation lightening ingredients.

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 25 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 300 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
Cheerful Beauteepro by Sanns Communications Sdn Bhd

For more information, please contact:

Ms Gail Hong (gail@sannscom.com) / Ms Sarah Saidon (sarah@sannscom.com) /

Ms Jennifer Uh (jennifer@sannscom.com)

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

Note:

*Hashtag launch coverage at #Swissline #CellShock #FacialBoostingEssence #CellShockWhite
#FacialBrighteningEssence*