



**PRESS RELEASE  
FOR IMMEDIATE RELEASE**

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### **WHERE IS THE REAL ANSWER?**

#### ***Isabelle Lancray Egostyle Hyaluronic Total Repair Solves Age Lines Woes***

25 October 2010, Kuala Lumpur – Oh we all know this... That when skin age and show early signs of wrinkle invasion, anti-aging product is the answer. Thus, begin the search for the most recent and efficient way to conceal the signs of aging on the demanding skin. But, what happen when the product is not performing up to expectations? Persistent age lines, unflinching dullness in the complexion, apparent loss of skin elasticity, and a slightly dampened social life? The search for the one product that really work could be daunting and overwhelming.

We live in a time where our skin is frequently assaulted by stress and environmental aggressions. The skin cells are enervated and unable to supply the demanded reaction for structural protein to resuscitate our skin. The blood vessels become thin, the micro circulation decreases and an interruption of the metabolism will be caused.

It is then time to turn to Isabelle Lancray's Egostyle Hyaluronic Total Repair. This creamy anti-aging serum contains concentrates developed especially for the demanding skin when pure gel is, simply not enough.

#### **The Answer - Egostyle Hyaluronic Total Repair**

What make the Egostyle Hyaluronic Total Repair really works is the *Hyaluronic Filling Spheres®* which upholster small lines and wrinkles immediately. Every skin layer is moisturised enduringly with low molecular hyaluronic acid, the degeneration of collagen fibres is prevented and the skin elasticity is boosted noticeably.



The specially bioengineered hyaluronic acid encapsulated into the Egostyle Hyaluronic Total Repair is an anti-aging active concentrate that holds cells together, lubricates the tissue under our skin, and blocks the spread of micro-organisms. It binds more water in comparison to all other moisturizing agent and douses the skin with moisture when it gets dehydrated. It is engineered to penetrate deep into the layers of the epidermis acting as a filler to prevent formation of new wrinkles and smoothen existing ones. The Hyaluronic Filler also stimulates the body's natural production of new collagen and elastin, where the skin will naturally regain its elasticity and firmness.

### **More Active Ingredients of Egostyle Hyaluronic Total Repair**

*Ximenia Macabi Oil* helps to preserve the skin cell from aging. Its long chain fatty acids is nourishing and moisturizing, and it softens and revitalizes the skin naturally.

*Squalane* is an agent that helps other applied ingredients in this product to work better to penetrate deep into the skin. Squalane plays an important part of a healthy skin because it helps to keep the skin soft.

*Hemp Seed Oil* contains a high amount of polyunsaturated essential fatty acids that helps to heal skin lesions, balance dry skin, and fight skin inflammations. It is a non-greasy, emollient, and has a moisturizing compound with excellent anti-aging and moisture balancing properties.

*Vitamin E* prevents the appearance of age spots and maintains the skin's oil balance. It also reduces water loss from skin and strengthens the skin's barrier function.

### **The Search is Over**

The skin is reborn with Egostyle Hyaluronic Total Repair as it regenerates from within, bringing smoothness and radiance back to the complexion.



### **Application**

Use it daily in addition to your current skin care regime. Apply a sufficient amount on cleansed skin, leaving it feeling cool and refreshed.

Egostyle Hyaluronic Total Repair is retailed in a 20ml airless dispenser at RM298.00 and available at over 40 beauty salons nationwide.

For more information, log on [www.cheerful.com.my](http://www.cheerful.com.my) or contact Cheerful Beauteepro at tel: 03-2141 9928/9037, email: [write2us@cheerful.com.my](mailto:write2us@cheerful.com.my)

### **About Isabelle Lancray**

Rich in both history and tradition, Isabelle Lancray, Paris has been a well-known and respected European brand of cosmetics and skin care products for close to 50 years.

It all began in 1945, after World War II, when Isabelle Lancray, age 30, gave up a career as a journalist to pursue a childhood dream of owning a beauty salon. She took her first steps on the triumphant road to beauty care to setup a manufacturing line in Courbevoie. Her products soon became well-known and very successful.

In 1953, her childhood dream came true when she finally opened her first salon in Rue Francois 1, one of the most famous districts in Paris. Here, she organized training and management courses and devoted all her energies in the interest of beauty.

However, she was not satisfied with merely creating products. She wanted even more of the bewitching world of the professional beautician. She worked tirelessly with schools and colleges and developed numerous official diplomas in beauty care. She joined the National Association of beauty salons and became President in 1962. In 1968, she formed the famous French Beauty and Cosmetic Association.

Without a husband and children, she worked relentlessly, day and night. Her numerous activities in pursuit of promoting her brand, took her around the world to many countries including Russia and the Lebanon.

Meanwhile, her reputation had become so remarkable that a leading French evening newspaper wrote as follows about her product range:

*“Madame Isabelle Lancray is taking on the American giant.”*

Isabelle Lancray died on 12 April 1989 but her concepts, philosophy, and work live on.

In 1997, Isabelle Lancray was bought over by Dr Rimpler GmbH and the brand continues to flourish and command a leading edge in beauty technology.



### **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 Isabelle Lancray products in Malaysia. The company has also established a successful marketing and distribution line for Carole Franck, Dr. Rimpler and Swiss Line beauty products.

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This Press Release is issued for and on behalf of  
Cheerful Beauteepro by Sanns Communications Sdn. Bhd.

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