

PRESS RELEASE  
FOR IMMEDIATE RELEASE

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## SKIN RENAISSANCE OF TIMELESS YOUTH Isabelle Lancray L'Age D'or

10 July 2012, Kuala Lumpur – The 1920s was a turning point, the “new women” were born. The new women began to challenge the conventional gender roles and flaunt their “sex appeal”. They began to desire a successful career of their own and claim their rights to self-confidence, passion, courage as well as fashion and beauty sense. The sense of new women has left an indelible mark and has become what women of today strive to achieve. Bringing back the timeless beauty of women and their triumphal success in the society, Isabelle Lancray is launching the L'AGE D'OR range featuring three iconic products – Marianne Eternal Cream, Edith Absolute Cream and Isabelle Timeless Elixir.

The symbolic success of Isabelle Lancray L'AGE D'OR was affirmed when Marianne Eternal Cream was awarded “The most Innovative Cosmetic Product 2012” at the world’s largest and most important industrial cosmetic exhibition in Barcelona – “The In-cosmetics 2012”

L'AGE D'OR is the culmination of an intensive research and development with a host of innovative and patented high-tech active ingredients. The making of a timeless and youthful beauty can now be found in a formula containing a unique creation of natural flower living cell, selected pearl essence, Ceraparts® AA and SOPI Plus. The formula for the line of L'AGE D'OR is a magic bouquet of fresh cells of exquisite blossoms such as Blue Iris, Rose of Damascus and the Arabian Jasmine.

The golden century for the skin has arrived! L'AGE D'OR is imbued with truthful visionary formulas and seductive scented essences. The range crowns the skincare line with superfluous efficacy and exceptional sensuous nurturing experience to the skin.

### **The Exclusive and Sensuous Active Agents**

#### **Blue Iris**

Blue Iris fresh cell symbolizes the servant of God. This flower is said to bring hope and faith. Besides possessing detoxifying action, Blue Iris is also used as cosmetic purposes for the removal of freckles on the skin.

#### **Rose of Damascus**

Rose of Damascus living cell is the symbol of liberty and renewal. This flower is believed to dissolve psychological and emotional pain. Thus, it is good for balancing and calming mind. The Rose of Damascus has significant preventive activity against oxidative DNA damage as well as antioxidant activity.

#### **Arabian Jasmine**

Arabian Jasmine flower fresh cell represents the symbol of love. The Arabian Jasmine has the effect of calmative with relaxing properties.

### **The Range of Products**

#### **L'ÂGE D'OR MARIANNE CREME LIBERTE (Eternal Cream)**

This elegant anti-age cream protects your skin against external influence and strengthened the immune system of the skin. The combination of elitist active agents in an extra-smooth texture with highly effective and exquisite fresh flower cells, pearl extract and exclusive bio-intelligent actives improves the cell activity and provides eternal youth. This product has been crowned with the “**Most Innovative Cosmetic Product 2012**” award at the In-Cosmetics 2012 in Barcelona - the world's biggest industrial cosmetics exhibition. This cream is retailed at RM788 per 50ml precious jar.

### **L'ÂGE D'OR EDITH CREME ABSOLUE (Absolute Cream)**

This cream is a high-carat, enriched 24-hour anti-age care which helps to improve the skin function and to minimize the age elastin reduction, as well as act to increase the elasticity and even the skin tone. The sophisticated active agent cocktail of flower fresh cells, several peptides and an essence from grounded pearls delivers a sensational and visible “lifting-effect” magic to the skin. This cream is retailed at RM968 in a 50ml precious jar.

### **L'ÂGE D'OR ISABELLE ELIXIR INTEMPOREL (Timeless Elixir)**

This highly concentrated serum is the ultimate anti-ageing care with exceptional efficacy. It provides the skin with a profound, long lasting stimulation and repairs with remarkable effect. This serum should be combined with the suitable day and night cream to complete the L'AGE D'OR beauty care. This serum is retailed at RM778 in a 20ml airless dispenser.

The Isabelle Lancray L Age D'or range is available at over 40 beauty salons nationwide. For more information, log on <http://www.cheerful.com.my/isabellelancray> or contact Cheerful Beauteepro at 03-2141 9928/9037 or 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 65 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 set up 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.



*Isabelle  
Lancray*  
PARIS

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 lived on.

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

### **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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