



PRESS RELEASE  
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**THE DUAL CREAM FOR SENSITIVE SKIN  
SWISS LINE FORCE VITALE AQUA-CALM CREAM & CC CREAM**

Kuala Lumpur, 27 July 2016 – Our skin, being the largest organ in our body, is naturally the frontline receptor of our being. External stimuli that touched our skin transmit sensations and at times leave marks on our skin. Revolutionizing the approach on squarely targeting the causes and signs of aging on our skin, Swiss line is taking another novel approach in their anti-aging science by counter-treating the skin's sensitivity to reactions. Stinging, burning, redness or tightening of the skin, these are the symptoms that most of us have experienced which affect the condition of our skin.

"Skin sensitivity is no longer only a concern for people with a medical condition, or believed to be caused by products we come in contact with. It is now seen to be the response of our skin to urban stress, a cause-effect symptom of being under attack from a harsher, ever-more polluted environment; a part of the zeitgeist. It seems people feel their skin is more sensitive and reactive as a result of the stress that modern living puts us under," explains Custodio D'Avo, Swiss line International Brand Director.

Swiss line has responded to the skin's demand of our era, by formulating two products that destress, soothe, calm, counter redness and protect sensitive skin, and eventually lead to the vitality of the skin. The result of Swiss line's ingenious approach is unveiled with the launch of the innovative dual cream for sensitive skin – the Swiss line Force Vitale Aqua-Calm Cream and the Force Vitale Aqua-Calm CC Cream SPF 30.

#### Swiss line Force Vitale Aqua-Calm Cream

Botanical soothers and anti-redness ingredients come together in this specially formulated face cream to create a nurturing velvety soft, cocoon-like texture. It is the SOS rescue solution for reactive skin.

Swiss line Force Vitale Aqua-Calm Cream contains Soothing Complex and Anti-Redness Complex, while bringing an improved barrier via functional ceramides to strengthen and improve the condition of fragile or stressed skin. Additionally it also incorporates the Force Vitale alpine plant extracts which deliver anti-oxidant and adaptive benefits.

The inclusion of aqua-green skin-friendly pigments in its formulation means that with each application, the skin will get a "no make-up make-up" effect which can come close to a professional makeup result. The pigments create an optical correction of the redness without any masking residue; not a covering effect but rather a color correction which makes redness less apparent.

### Active ingredients :

SOOTHING COMPLEX: It comprises of several botanical extracts, such as centella and calendula, together with pharmaceutical escin and hydrolyzed yeast proteins. It calms irritation and discomfort associated with sensitive and reactive skin.

ANTI-REDNESS COMPLEX: Consisting of extracts of arnica, cypress and malt, it improves microcirculation and has soothing and protective effects. In vivo tests have shown that its regular use leads to a decrease in the cutaneous flow of blood and a more even complexion.

PLANT CERAMIDES: Obtained from purified wheat, by extracting the lipids and removing the gluten, these ceramides help to restore and strengthen the intercellular barrier function of the skin as well as increase moisture on the skin's surface. Their barrier role strengthens resilience and elasticity.

ALPINE BIO EXTRACTS: These extracts are our Force Vitale signature mix of Edelweiss, Gentian and Coltsfoot, obtained from plants cultivated organically in the Swiss Alps.

### Application

The Swiss line Force Vitale Aqua-Calm Cream can be applied in the morning or night, on its own, or after applying any Swiss line serum. For sun protection and enhanced complexion correction, apply the Force Vitale Aqua-Calm CC Cream SPF 30.

### Swiss line Force Vitale Aqua-Calm CC Cream SPF 30

As sensitive skin is more likely to react to damaging sun exposure, the Swiss line Force Vitale Aqua-Calm CC Cream SPF 30 counter acts this sensitivity with the ultimate CC cream. "CC" stands for "color control", which functions to correct color imperfections, e.g. redness or uneven tone, through optical effects, and not by coverage.

Swiss line Force Vitale Aqua-Calm CC Cream SPF 30 corrects, primes, protects, brightens, moisturizes, energizes and soothes the skin, while it prevents oxidation and refines the pores. It helps to fortify sensitized skin suffering from a damaged barrier, helping to shield the skin from the negative environmental and internal triggers that cause skin stress with an adapted sun filter with a high percentage of skin-friendly mineral titanium dioxide.

### Active Ingredients :

**COLOR CONTROL COMPLEX :** The soft-focus correction pigments have been created from the combination of high quality powders and coatings to improve color fidelity and offer sophisticated light textures. These advanced multi-functional pigments provide optical coverage for a perfectly even, soft and smooth skin.

**SICHUAN PEPPER EXTRACT :** A specific isolated extract from Sichuan pepper that has a modulating action over sensitivity and is traditionally used to address sensations of itching. Its beneficial action is due to a micro-circulatory enhancing process together with a constructive

effect over "electric" skin responses associated with the tingling sensations arising typical from reactive skin conditions.

VITAMIN E + TITANIUM DIOXIDE : Vitamin E refers to a group of compounds that include several forms of tocopherols. As an oil-soluble antioxidant, it stops the production of the reactive oxygen species formed when the skin's barrier lipids suffer oxidation. Titanium dioxide is a well-known 100% mineral sun blocking agent offering perfect affinity and tolerance to even the most sensitive skins.

#### Application

The Force Vitale Aqua-Calm CC Cream SPF 30 can be used alone as a light day moisturizer, or applied after the Force Vitale Aqua-Calm Cream. Apply with soft touches using fingertips, giving particular attention to redness areas. The CC cream can also be used as a make-up base before foundation for those seeking additional coverage.

The Swiss line Force Vitale Aqua-Calm collection is suitable for young customers in their age prevention skincare and mature customers who are looking for skin comfort products. The Swiss line Force Vitale Aqua-Calm Cream is retailed at RM398 in a 50ml jar. The Swiss line Force Vitale Aqua CC Cream is retailed at RM328 in a 35ml tube. The Swiss line products are available at over 50 Cheerful Beautique member beauty salons nationwide in Malaysia, including the Energy Day Spa at Great Eastern Mall (Ampang). For the full list of Beautique member locations, logon to [www.cheerful.com.my](http://www.cheerful.com.my) .

### About Force Vitale

Swiss line launched the Force Vitale collection in the year 2000. The collection is an exquisite range of products inspired by the Alpine ecosystem. It combines potent botanical extracts with proven efficacy together with powerful natural antioxidants to visibly smooth, moisturize and protect the skin against the signs of premature aging.

Force Vitale sub-family, the Aqua-Calm combines the botanical power of Force Vitale to counteract allergic reactions, irritation and flushing associated with poor microcirculation, topical stress, skin sensitivity, and intolerance to cosmetics while optically correcting and evening-out the complexion.

### 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](http://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 Group has also established successful marketing and distribution lines for Isabelle Lancray, Comfort Zone, Nubea, Ingrid Millet, Dr. Rimpler, Naturys and Carole Franck 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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Note:

Hashtag coverage at #Swissline #ForceVitale #AquaCalm