



PRESS RELEASE

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## **SWISS LINE CELL SHOCK AGE INTELLIGENCE YOUTH INDUCING EYE CREAM** **When Science Meets The Eye**

*You ... Only A Younger Looking You*

*Kuala Lumpur, 22 March 2016* – In this modern age, we can resort to many methods to look younger and healthier than our chronological age, such as skincare, detox, diet, exercise, as well as clothing, hair and makeup choices. You should also look out for another detail that will betray your true age which is your eyes.

Eye contact is the most important connection when meeting a person and our eyes age the fastest. The skin around our eyes is the thinnest and most fragile skin on our body, making it particularly susceptible to the signs of aging - wrinkles, loss of firmness, uneven skin tone and under-eye puffiness. Thus, to look younger, one will need to pay attention to the eyes adopting a scientific approach and using the most potent of anti-aging ingredients.

As we age, skin cell production slows down owing to a decrease in the production of two important compounds in the skin - collagen and elastin - and the disappearance of fat cells beneath the skin's surface. Collagen and elastin are known to help the thinner skin around your eyes stay strong and hold their shape.

Swiss line's newest product launch, Swiss line Cell Shock Age Intelligence Youth-Inducing Eye Cream, a sister product to Cell Shock Youth-Inducing Cream, combines a potent pharmaceutical-grade extract, botanical stem cells, and molecular technology which all work in synchronicity to dramatically transform the eye area.

This hardworking eye cream offers a four-pronged approach to age correction, simultaneously addressing: lines and wrinkles, loss of firmness, uneven skin tone, and under-eye puffiness. The cream, like all of the Age Intelligence formulas, also addresses cellular self-recovery.

Most eye care products approach uneven skin tone from the perspective of counteracting dark circles and addressing their causes such as poor microcirculation. In contrast, the new Youth-Inducing Eye Cream addresses the problem from a pigmentation / complexion point of view using the Rab27A molecular approach. While limiting the significant transport of irregular pigmentation around the eye zone, the cream imparts, in the medium-term, a brighter and fresher look to the entire area.

This Swiss line Cell Shock Age Intelligence Youth Inducing Eye Cream is ideally suited for mature skin slowing more than one's age concern. It has been formulated to transform the skin's inner "architecture" and restore its luminosity and uniformity.

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

#### AGE INTELLIGENCE COMPLEX (RECOVERY)

This innovative complex blends Cell Shock's signature Cellactel 2 Complex, a biotech botanical complex that helps skin cells breathe, preserve energy and metabolize more effectively, together with Madecassoside® from Bayer, a pharmaceutical-grade botanical extract of Centella Asiatica proven to modulate the skin's chronic inflammatory conditions and to rebalance the skin's natural protection of the horny layer of the skin, giving it a smoother, more even feel.

#### BIO-MIMETIC GROWTH FACTORS (ANTI-WRINKLE)

Isolated from seeds, these botanical-only growth factors mimic the expression of the FGF-2 (Fibroblast Growth Factor), whose role is to intensely activate dermal synthesis and boost collagen production.

#### STEMCELL PULSE (FIRMING)

Cultured stem cells of botanical origin- from Psilanthus bengalensis (Coffea bengalensis), an unusual type of coffee plant that does not contain caffeine - offer a strong plumping and firming effect owing to the stimulation of adipocyte formation and the decrease of lipase activity. Given that skin tissue "loses" its richness and resilience with increased ageing, stem cell technology can offer an unprecedented corrective effect to this biological process.

### RAB27A MOLECULE (EVENNESS)

This active fraction obtained from the algae *Palmaria palmata* limits the transport of the melanosomes (the skin's own melanin transport system) to the keratinocytes by reducing the synthesis of the protein-anchoring Rab27a.

### HESPERIDIN (ANTI-PUFFINESS)

A flavonoid found abundantly in citrus fruits, it decreases the capillary permeability, the key physiological factor leading to puffiness.

The Swiss line Cell Shock Age Intelligence Youth Inducing Eye Cream has met science in the eye, so that your eyes will reveal you, but only a younger looking you!

The Cell Shock Age Intelligence Youth Inducing Eye Cream is retailed at RM538 in a see-through acrylic and white double chamber 15ml jar with metallic ring. 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) and Damai Sari (Mont' Kiara Damai). For the full list of Beautique member locations, logon to [www.cheerful.com.my](http://www.cheerful.com.my).

### The Age Intelligence Range

Swiss line first launched its Age Intelligence product in 2008 to what was known as the first "liquid surgery" in the market. The legendary product was the Age Intelligence Cellular Recovery Complex. 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 the Age Intelligence Perfect Skin, Age Intelligence Recovery 3D Hand Cream and Age Intelligence De-Aging Restorative Complex as part of the Age Intelligence sub-family in the renowned Swiss line Cell Shock collection. The Age Intelligence Youth-Inducing Eye Cream will replace the Age Intelligence Dual Eye Cream as the more advance anti-aging product for skincare around the eyes.

The Swiss line Cell Shock Age Intelligence has set another new benchmark of intelligent and innovative anti-aging products in the pharmaceutical industry.

### 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 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 company has also established a successful marketing and distribution line for Carole Franck, Dr. Rimpler and Isabelle Lancray 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 launch coverage at #Swissline #CellShock #AgeIntelligence #YouthInducingEyeCream*