

CELL SHOCK

LUXE-LIFT CREAMS & OVERNIGHT BALM

Offering the Ultimate in Luxury... Bespoke Skincare

As we all know, it is a woman's prerogative to change her mind. Her mood, stress levels, hormones or even the weather can all contribute to a change in thinking, but it is the ability to act on that change with no repercussions that is the definition of luxury. When it comes to skincare, you should have the luxury to tailor your skincare to whatever parameters you want when and as you see fit. This individualized approach, as opposed to one-size-fits-all skincare, allows us the freedom to be ourselves, and the opportunity to be comfortable in our own skin at all times. Swiss line affords its customers this ultimate luxury in its new Luxe-Lift Creams and Luxe-Lift Overnight Balm.



Luxe-Lift is all about tailored skincare and the luxury of choice that comes with that. The three creams and the balm offer the same age-defying results and signature scent, just different textures – a light cream, a rich cream, a very rich cream, and a highly concentrated balm. It is bespoke skincare at its best.

LUXE-LIFT CREAMS: LIGHT, RICH & VERY RICH

This glamorous collection of moisturizers combats wrinkles and loss of firmness. These products contain the most comprehensive array of nutrients ever offered by Swiss line in a single jar. All three cream textures contain high concentrations of pure marine collagen,

silk and gold. Customers can select the right texture based on their skin profile, the season or their mood. As all three creams offer the same lifting, line-reducing and revitalizing results, whatever you choose, you can't go wrong.

"Luxe-Lift Creams and the Luxe-Lift Overnight Balm offer women customizable skincare while reinforcing Swiss line's "GLAMSCIENCE" brand philosophy that the best skincare products merge glamour with science."

- Custodio d'Avo, Swiss line International Brand Director

INGREDIENTS

CELLACTEL 2 COMPLEX

Cell Shock's signature complex assists in all essential skin functions, while also helping to lift and revitalize the skin.

BIO-MIMETIC GROWTH FACTORS 3%

Growth factors are known to act as signaling molecules between cells. Our botanical growth factors, isolated from seeds, mimic the expression of the FGF-2 (Fibroblast Growth Factor), boosting the synthesis of collagen and the extra cellular matrix to improve the density and firmness of the skin. The facial contours are redrawn and skin becomes smoother, less wrinkled. The botanical growth factors in the creams and the balm are used at a very high, clinically-tested concentration of 3%,

GOLD & SILK COMPLEX

Gold is timeless, as well as alluring and intriguing. In ancient times, it was believed to work in the human body by stimulating the chi (life force). Present day studies have shown that colloidal forms of real gold are helpful in promoting renewed vitality and physically shielding the skin from oxidative stress.

Utilizing biotechnology, this Complex combines colloidal gold with fibroin (protein from silk) to reduce the levels of lifestyle-induced skin damage and make the skin instantly silkier to the touch. This combination of timeless gold and splendid silk represents perfection.

MARINE COLLAGEN

Hydrolyzed collagen effectively moisturizes and delivers line-filling benefits. This pure form of solubilized collagen is used in the Luxe-Lift Creams in combination with amino acids naturally occurring in silk. This innovative association grants the collagen proteins maximum building power as most of the amino acids found naturally in silk are also the building blocks for the resilient collagen fibres found in human skin!

BESPOKE TEXTURES

LUXE-LIFT LIGHT CREAM goes on the skin as if with the soft touch of a feather to please all those seeking a lightweight texture. It is ideal for combination to oily skin, as well as mature skin prone to oiliness due to age-related changes and/or warm climates.

LUXE-LIFT RICH CREAM is as dewy and refined as silk. The right choice for skin with a tendency to dryness/dehydration regardless of the climate.

LUXE-LIFT VERY RICH CREAM offers the supremely generous touch of velvet. Adored by all with very dry skin, including those with mature skin suffering from hormonal imbalance dryness or those living in a very cold climate.

LUXE-LIFT OVERNIGHT BALM

The gold standard in overnight revitalization, Luxe-Lift Overnight Balm is designed to complement the Luxe-Lift Creams by offering an overnight solution for firmer, brighter and more rested-looking skin. It features all the high-performance ingredients that the Luxe-Lift trio have (Cellactel 2 Complex, Bio-Mimetic Growth Factors 3%, Gold & Silk Complex and Marine Collagen), as well as the balm's star ingredient: stabilized Superoxide Dismutase.

STAR INGREDIENT

SUPEROXIDE DISMUTASE (SOD)

This antioxidant enzyme, obtained from a natural yeast, is known to slow down the aging process and reverse signs of aging in the skin. It has been proven to correct cellular damage caused by the cumulative effects of photo exposure – natural UV and artificial lighting. It also plays a beneficial role in minimizing signs of sun-induced redness and preventing pigmentation disorders.

TEXTURE

The Luxe-Lift Overnight Balm penetrates without heaviness, yet nurtures and conditions even very dry skin. The balm is particularly beneficial in cold weather and in areas with high pollution. We do not advise its use on oily or combination skin that has a proclivity towards oiliness.

SUGGESTED RETAIL PRICES:

LUXE-LIFT CREAM LIGHT: TBA

LUXE-LIFT CREAM RICH: TBA

LUXE-LIFT CREAM VERY RICH: TBA

LUXE-LIFT OVERNIGHT BALM: TBA

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