

**PRESS RELEASE
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Swissline Cell Shock Age Intelligence™ Augmented Beauty has Become a Reality

Kuala Lumpur, 25 September 2018 – Swissline marks a new era of skincare with a renewed and revitalized classic. After a decade since the launch of Cell Shock Age Intelligence™, the Swiss-born range tackling aging skin has shifted from opposing skin maturation to the revolutionary approach of boosting the skin's own self-recovery potential – youth inducing.

Cell Shock Age Intelligence™ has transitioned to the new age of skincare for the new generation of users while holding fort with the first generation of users by retaining the classic Madecassoside® as the core ingredient which Swissline has introduced into the skincare market and upping the ante with new science.

In 2018, new science has been boosted for the Cell Shock Age Intelligence™ to tackle urban lifestyle hazards such as stress, jetlag, sun abuse and serious partying that make women age faster.

The demand of high-performance skincare without the confines of rigid regimens has also encouraged Swissline to design their latest products to empower users by giving them room for independence and experimentation.

The Swissline Cell Shock Age Intelligence™ stars the Recovery Serum accompanied by four targeted boosters to facilitate individuality through skincare customization while revolving around the concept of augmented beauty. The concept of 'Augmented Beauty' translates to the Boosters providing augmented (increased) results and benefits when mixed together with the Recovery Serum.

Recovery Serum – The Star of Cell Shock Age Intelligence™

Skin does not only age as you get older, urban lifestyle hazards can also cause premature aging. Countering the effects of skin senescent and urban lifestyle effortlessly, this paraben-free and allergen-free serum is able to bring about a unified and luminous complexion. Designed for daily use, the serum adapts to all skin types and can be used to prolong youth inducing.

Deriving from the plant *Centella asiatica*, also known as “tiger herb”, Madecassoside® is an ultra-potent purified compound proven to modulate stress-induced conditions and to rebalance self-renewal. It deeply hydrates and improves the skin’s suppleness and soothes the sensation of dryness.

The award-winning cyclopeptide Ronacare® has been proven to improve skin structure and reduce wrinkles by 15%. It also boosts the production of basal membrane proteins, including collagen and laminins, and simultaneously protecting the tissues from proteins responsible from breaking down elastin and collagen.

The Recovery Serum retails at RM798.00.

Swissline Cell Shock Age Intelligence™
Make it your own

Personalization is not so much about what the brand does for the user, but more on what the user does with the brand. Women are now given the privilege to customize their bespoke skincare experience at an affordable price.

The Swissline Cell Shock Cell Shock Age Intelligence™ Recovery Serum can be mixed with one or more targeted Age Intelligence™ boosters to address the skin’s individual needs.

Radiance Booster – 10% Vitamin C

The inherent antioxidant properties give rise to various benefits for the skin including illuminating and radiant effects on the complexion, reducing signs of aging, and toning the skin over a prolonged period. The highly concentrated booster consists of

a unique formula, Stay-C® 50, and when the most active yet less stable Vitamin C form, L-ascorbic combines with Ascorbyl Sodium Phosphate, the result is augmented.

The Radiance Booster retails at RM388.00.

Source Booster – 1.5% Hyaluronic Acid + NMF + ATP

Hyaluronic acid delivers hydration with a concentration of 1.5% to achieve multi-depth hydration and plumpness. This formula is further enhanced by an energy molecule ATP (adenosine triphosphate) along with the skin's Natural Moisturizing Factor (NMF), making fine lines less visible and boosting other anti-aging ingredients.

The Source Booster retails at RM388.00.

Perfection Booster – 10% Lactic Acid

A 10% concentration of Lactic Acid offers a powerful yet gentle peeling solution to target skin imperfections for a fresh and refined texture with a reduction in pore size and fine lines.

The Perfection Booster retails at RM388.00.

Evenness Booster – 2% Alpha-Arbutin

The fast penetrating Alpha-Arbutin deeply impacts the skin to kick out hyper-pigmentation and lightens the complexion, resulting in an even skin tone.

The Evenness Booster retails at RM388.00.

The launch of Swissline Cell Shock Age Intelligence™ has made augmented beauty a reality by amplifying beauty.

The Swissline products are available at over 50 Cheerful Beautique member beauty salons nationwide in Malaysia, including Energy Day Spa at Great Eastern Mall (Ampang). For the full list of Beautique member locations, logon to www.cheerful.com.my.

About Age Intelligence™

It's been 10 years since Swissline launched Age Intelligence™, a new genre of skincare focusing on youth-inducing, rather than anti-aging. Its innovative approach stems from the fact that the line was never meant to fight this or that, or be anti this or that, its sole purpose has always been to enhance the mechanisms of cutaneous self-repair, in other words, boost the skin's own self-recovery potential.

Age Intelligence™ initially represented a skincare solution for women who had undergone aesthetic procedures or who were planning to do so. What originally seemed like a limited niche segment only marketable in medi-spas, turned out to be, and maybe still is our most exciting point of difference in retail!

About Swissline

Swissline, 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 Swissline name lies a heritage of the highest standards in cosmetic treatment.

Swissline 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; and the WATER SHOCK range.

Swissline 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 Swissline name.

All Swissline 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 Swissline, log on to 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 Swissline 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.

Hashtags: #Swissline #CellShockAgeIntelligence #AugmentedBeauty

This Press Release is issued for and on behalf of
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