

PRESS RELEASE  
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## **Swiss line Cell Shock Luxe-Lift Bespoke Cream as Precious as Gold and Silk**

*Kuala Lumpur, 12 April 2018* – Swiss line has advanced its stature in age defying skin science, by merging skincare with timelessness and luxury. The Swiss line Cell Shock Luxe-Lift is one of finest collection of creams that you can find because your skin deserves the best indulgences to keep looking young.

Following the launch of Cell Shock White HD Brightening Diamond Serum (September 2017 in Malaysia), Swiss line is expanding its luxury collection from real diamonds to 24K gold and fine silk. Swiss line has embarked the “glamscience” odyssey for a good reason, incorporating the efficacious medical formula of gold and silk complex that surprisingly lift the skin to splendor with a timeless appeal.

Swiss line Cell Shock was launched 25 years ago. The collection of skincare products has grown with unprecedented improvements and breakthrough technologies. Throughout the decades, a foundation for Cell Shock has stood constantly with the test of times for lifting and revitalizing skin with Swiss line patented Cellactel 2 Complex and the Bio-mimetic Growth Factors 3% formulas. The new Luxe-lift of Cell Shock has upped the ante with the addition of gold and silk complex.

Gold is timeless, alluring and intriguing. Because gold never oxidizes, and finding the properties that keep gold golden, Swiss line has utilized the colloidal forms of real gold which are helpful in promoting renewed vitality and physically shielding the skin from oxidative stress.

Applying biotechnology, the gold and silk complex combines colloidal gold and the protein from silk, fibroin, to defend the skin from oxidative and lifestyle-induced stress on the skin, revitalizing it with a silky-smooth finish. The combination of timeless gold and splendid silk represents perfection.

The Cell Shock Luxe-Lift formula is enhanced with Marine Collagen, a pure form of solubilized collagen and amino acids that occur naturally in silk, to deliver maximum output of collagen protein construction, and moisturizing and delivering line-fining effects to the skin.

The Cell Shock Luxe-Lift comes in a luxury selection of three distinguished creams and a balm to offer the same age-defying results and signature scent, just in different textures to tailor to skin feel – a light, rich, very rich, and a highly concentrated balm.

Custodio d’Avo, Swiss line International Brand Director remarked “Luxe-Lift Creams and the Luxe-Lift Overnight Balm offer women customizable skincare while reinforcing Swiss line’s “GLAMSCIENCE” brand philosophy of bespoke skincare with rewarding indulgence.”

### **More about Swiss line Cell Shock Luxe-Lift**

#### Cell Shock Luxe-Lift Overnight Balm – The Star of Cell Shock Luxe-Lift

The **Overnight Balm** offers an overnight and complementary solution to the creams for firmer, brighter and more-rested looking skin, making the best out of beauty sleep.

In addition to the high-performance ingredients of Cell Shock, the star ingredient of the overnight balm, Superoxide Dismutase (SOD) is an antioxidant enzyme obtained from natural yeast that slows down the aging process and reverses signs of aging in the skin. It also plays a role in minimizing signs of sun-induced redness as well as

correcting cellular damage caused by the cumulative effects of photo exposure from natural UV and artificial lighting. The Cell Shock Luxe-Lift Overnight Balm retails at RM738.00.

#### Cell Shock Luxe-Lift Creams: Light, Rich & Very Rich

The **Light Cream** supplies the skin with rich ingredients with a delicate touch of a feather, ideally for combination to oily skin as well as mature skin prone to oiliness owing to age-related changes and/or warm climates. The Cell Shock Luxe-Lift Light Cream retails at RM698.00.

The **Rich Cream** is dewy and refined as silk as it fulfills skin that has the tendency of dryness and/or dehydration regardless of the climate. The Cell Shock Luxe-Lift Rich Cream retails at RM708.00.

The **Very Rich Cream** has a supremely velvet touch when applied as it quenches the skin's thirst by furnishing it with generous sustenance. Also under cold climatic condition, dry skin and mature skin suffering from hormonal imbalance dryness will benefit tremendously. The Cell Shock Luxe-Lift Very Rich Cream retails at RM718.00.

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). For the full list of Beautique member locations, logon to [www.cheerful.com.my](http://www.cheerful.com.my).

#### **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 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; and the WATER SHOCK 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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