



## **ELEMIS LAUNCHES NEW PRO-RADIANCE CREAM CLEANSER** *The Power of Deep Cleansing*

**Hong Kong, February 4, 2010** ... New **Pro-Radiance Cream Cleanser**, the latest new generation cleanser from leading British skincare and spa brand Elemis, is now available in Hong Kong. Developed in response to the trend towards richer and creamier cleansers, Pro-Radiance Cream Cleanser has a base of deep-cleansing waxes that gently yet effectively remove make-up, powerful anti-oxidants that nourish the skin and mineral boosters for radiance - the ultimate in cleansing, moisturising and balancing skin.

### **Key Benefits:**

- ✓ Easily loosens and removes make-up
- ✓ Deep-cleansing with anti-ageing properties

The natural active base combination of White Bees Wax, Xanthum Gum and Shea Butter is supremely rich and easily loosens and removes make-up whilst softening and moisturising the skin.

- ✓ Scientifically formulated
- ✓ Unique anti-oxidant power

This anti-ageing formulation contains anti-oxidant Moringa Seed Peptides to protect and purify, Great Burdock to balance oil flow and Noni, high in Vitamin C and minerals to nourish skin.

- ✓ Rich in minerals and vitamins
- ✓ Relaxes wrinkles and boosts skin radiance

'Superberry' Assai Fruit found in the Amazon forest is rich in minerals, multi-vitamins and helps reduce high colour to give the skin instant radiance.

- ✓ Great for hormonal, dry or flaky skin

The active herbal fragrance and plant extracts of Sweet Brazilian Orange, Lavender, Ylang Ylang and Patchouli soothe and balance.

Pro-Radiance Cream Cleanser (HK\$580/150ml) is available in Hong Kong from mid February 2010. As part of the product's launch, the Cleanser is available in a limited edition launch collection set containing a complimentary Elemis Pro-Collagen Marine Cream (15ml) and a cotton facial mitt worth HK\$500.

**Directions:** Using fingertips gently smooth 2 to 3 pumps of the bottle over the skin and around the eyes to remove make-up. For a deeper, richer lather mix in palms with warm water first. Leave for 1 minute and remove with damp warm mitts. Pat face dry with a clean towel, and for optimum results, finish with a light layer of Pro-Collagen Marine Cream.

Available from:

Lane Crawford T: 2918 0818 (Pacific Place, ifc, Canton Road)

Joyce Beauty T: 2869 5916

Elemis Day Spa T: 2521 6660

Beautiful Skin Centre T: 2877 8911

Victorian Spa at Hong Kong Disneyland Hotel T: 3510 6388

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For further press information please contact:

Sarah Burrows / Clarice Chan

Communiqué

T +852 2850 5990

F +852 2850 5477

E [sarah@communiquehk.com](mailto:sarah@communiquehk.com) / [clarice@communiquehk.com](mailto:clarice@communiquehk.com)