

For immediate release

20th ANNIVERSARY SKIN NOURISHING MILK BATH *Classic and Timeless Limited Edition*

27th May 2010, Hong Kong...To commemorate its 20th Anniversary, leading British spa and skincare brand Elemis has introduced a limited edition of its award winning hero product - **Skin Nourishing Milk Bath**. Beautifully repackaged and presented in an Italian glass decanter reminiscent of its original packaging, Elemis Skin Nourishing Milk Bath has been a best seller since its launch as one of the brand's first products in 1990.

Great for sensitive skin, Skin Nourishing Milk Bath reinforces the skin's moisture balance to give an immediate skin softening effect making it a bath time must-have capable of soothing even the driest of skin conditions such as dermatitis, eczema and psoriasis, as well as skin allergies, acne, or sunburn. This, together with the milk's high nutritive formula that supports the skin's health and suppleness, has seen Skin Nourishing Milk Bath become a firm favourite among pregnant and nursing mothers, and their children.

Noella Gabriel, Director of Product Development says, "This delicately scented luxurious cream milk bath is the ultimate indulgence, enriched with Japanese Camellia Oil and Oat Extract in a rich Milk Protein base. An all time favourite, this award winning product has remained true to its original formulation, combining science and nature in perfect harmony."

As part of Elemis' year long anniversary programme, the brand is collaborating with the Hong Kong charity Mother's Choice. To kick-start the collaboration, HK\$100 from every sale of the Limited Edition Skin Nourishing Milk Bath will be donated to the charity.

Mother's Choice provides and promotes loving, nurturing care for babies and children needing permanent homes, and for single girls and their families facing crisis pregnancies. Through fundraising activities throughout the year, Mother's Choice is able to help almost 3,000 annual callers to its hotline, provide sex education to over 60,000 students, and operate its support and residential child care centres.

Elemis Limited Edition Skin Nourishing Milk Bath costs HK\$1,050 and is available from Elemis Day Spa, The Beautiful Skin Centre, and The Victorian Spa at Disneyland Hong Kong Hotel, Joyce Beauty stores, Lane Crawford (Pacific Place and IFC),. For more information, call 2521 6600 or visit www.spaforlife.hk. All Elemis products can also be purchased online at www.spaforlife.hk

About Elemis

Elemis is the leading British spa and skincare brand, favoured by over 5.7million spa-goers every year. The successful combination of natural active ingredients with cutting-edge technology and clinical trials has enabled Elemis to bring to market some of the most influential anti-ageing products and professional spa-therapies the beauty industry has ever seen. Elemis spa-therapies and products are available through an elite network of over 1200 spas and salons around the world, including the Elemis day-spa flagships in London, Miami and Hong Kong.

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