

# Elemis

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PRESS INFORMATION

For immediate release



## ELEMIS LAUNCHES NEW VISIBLE BRILLIANCE

*The science of instant skin radiance*

Hong Kong, 16th October, 2009 ... After 2 years of research and development, leading British skincare and spa brand Elemis now presents **Visible Brilliance** – an innovative new skin radiance booster. The latest addition to the Elemis Skincare category for all skin types and ages, Visible Brilliance actively targets the skin's metabolism to brighten, lift and re-energise dull, fatigued and stressed skin.

Harnessing the power of Copper, Zinc, Magnesium and other minerals that are responsible for skin's luminosity but which are lost due to environmental pollution and lifestyle stresses, Visible Brilliance also contains Red Seaweed, Swiss Garden Cress, Blonde Pea Protein and Dew Bean to restore, repair, revitalise and re-energise the skin.

"Today's 'modern skin' reflects the signs of stress, pollution, medication and early menopause. The skin starts looking dull, lifeless and imbalanced. To restore radiance we wanted to develop a lightweight serum that is easily absorbed and power-packed with minerals and vitamins that are key to the improvement of skin function and cell renewal," says Noella Gabriel, Elemis' Director of Product and Treatment Development. "With Visible Brilliance you will see an instant glow – radiance is revealed."

**Directions:** Use morning and evening on a clean, dry skin and under eyes. On application you will notice an iridescent gold and silver appearance, resulting in a translucent glow to the skin. Perfect for use under Elemis Pro-Collagen Marine Cream or prescribed day cream to create a great base for make-up application

**The result:**

Facial features appear rested and smooth, revealing a fresh and youthful radiance with a 'visible' luminosity, lift and non-sticky after-feel.

**NEW Elemis Visible Brilliance (HK\$790, 30ml) is available from mid November exclusively at Elemis Day Spa (T 2521 6660) until its general release in January 2010 at The Beautiful Skin Centre (T 2877 8911), Victorian Spa at Hong Kong Disneyland Hotel (T 3510 6388), Joyce Beauty (T 2869 5916), Lane Crawford (Pacific Place, ifc and Canton Road) (T 2918 0818).**

**KEY INGREDIENTS****MULTI-MINERALS to RE-ENERGISE SKIN**

These minerals help skin metabolise and increase cell-renewal for a younger, healthier looking complexion. Copper, Magnesium and Zinc create a powerful cocktail to give supreme energy and vitality to dull, tired skin.

- Magnesium:** Stimulates metabolic reactions helping to keep skin in good condition and maintain skin balance
- Copper:** Helps cells to breathe and stimulates production of collagen, the structural protein of the dermis
- Zinc:** Stimulates the reconstruction of the collagen matrix, cell growth and renewal that is key for absorption

**BLONDE PEA & DEW BEAN for LIFT**

A skin that has amino acids and collagen looks smoother and brighter. These proteins are key for that instant 'tightening' effect whilst protecting, regenerating and moisturising the skin and encouraging good cell turnover for fresh, smoother skin.

- Blonde Pea:** Essential for skin metabolism, Blonde Pea proteins provide instant lifting and toning with a 'film like' effect to the appearance of skin
- Dew Bean:** Fights the effects of ageing with a mild resurfacing action for a smoother, brighter appearance

**BORAGE OIL to RESTORE & REPAIR**

Borage Oil is important for all skin types as a stabiliser. A skin rich in key fatty acids helps maintain the Lipid Barrier. Whether skin is sensitive, prone to acne, dry or fragile, Borage Oil balances the oil flow.

- Borage Oil:** Rich in skin softening Potassium to de-stress skin and encourage new cells  
Restores moisture and smoothness to dry and damaged skin

**SWISS GARDEN CRESS & RED SEAWEED to BRIGHTEN & IMPROVE RADIANCE**

Skin is an organ that responds well to stimulation and this combination of ingredients stimulates micro-circulation by bringing a blood supply to the skin

- Swiss Garden Cress:** Works as a thermo-regulator to keep skin evenly balanced, resulting in an even tone and skin radiance
- Red Seaweed:** This natural algae is excellent for dark circles around the eyes and leaves skin luminous and fresh

**VISIBLE BRILLIANCE Spa-Therapy Treatments****Elemis Spa-Therapy – Visible Brilliance Facial** 75 minutes

Available at Elemis Day Spa, The Beautiful Skin Centre and Victorian Spa at Hong Kong Disneyland Hotel

Dubbed the 'pre-occasion' facial as you can leave the spa with natural, glowing skin, Visible Brilliance was the first facial to be introduced to the market having undergone expert clinical trials with phenomenal results. The skin's elasticity is increased by up to 40%\* and moisturisation levels are increased by up to 61%\* after just one treatment. The Amino Active Mask used in this facial is rich in Minerals, Phospholipids, Amino Acids, Carotenes and Vitamins, which help regenerate cells and provide ongoing protection against harmful free radicals. As the mask sets, it encourages the skin to sweat, which is vital for healthy skin detox. The mask works simultaneously to rejuvenate, regenerate, recondition and soften skin by restoring the pH balance. After removal of the mask, the skin has a visibly plumper and significantly more radiant appearance.

**Elemis SpaPod Power Booster Facial – Skin Radiance** 45 minutes

Available at Lane Crawford Pacific Place (HK\$790)

Skin Radiance reveals radiant skin with this moisture-boosting treatment. The unique Amino Active Mask is rich with amino acids that help to regenerate skin cells, providing instant energy to the skin. Regular treatments can delay the signs of ageing and provide free-radical protection.

**ENDS**

**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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