

For immediate release

ELEMIS LAUNCHES NEW 'MODERN SKIN FACIAL' *For skin challenged by modern living*

27th May 2010, Hong Kong...Leading British spa and skincare brand Elemis, has announced the launch of the **Modern Skin Facial**. The latest addition to the brand's portfolio of **Skin Solution Facials** designed to tackle everyday skincare concerns; the Modern Skin Facial has been created for the woman whose unpredictable skin is reacting to the challenges of modern day living such as stress, pollution and a poor diet.

The "Modern Skin Facial" journey

The 1 hour facial begins with **Pro-Radiance Cream Cleanser** being massaged into the skin to gently remove make-up. The skin is then toned with a prescribed Elemis toner to remove excess cleanser leaving it soft and clean. A rich soothing massage cream designed to support the lipid barrier is then massaged into the face and neck followed by a layer of Elemis' best selling cream fruit exfoliator - **Papaya Enzyme Peel**.

With the peel removed, a light layer of **Visible Brilliance** radiance serum is applied followed by the unique '**Mineral-Rich Peel-Off Mask**' which, containing Zinc, Copper and Magnesium together with Swiss Garden Cress, works deep in the skin to boost mineral levels.

A **Cellular Recovery Skin Bliss Capsule** followed by a layer of **Exotic Cream Moisturising Mask** provides deep moisturisation, after which **Absolute Eye Serum** and **Pro-Collagen Lifting Treatment Neck & Bust** gives a firming lift. Finally, to lock in moisture, **Daily Redness Relief** and **Maximum Moisture Day Cream** is applied to keep skin calm and protected.

According to Noella Gabriel, Elemis Director of Treatment Development, the key to the Modern Skin Facial's ability to reveal a clearer, radiant, more balanced, and glowing skin is the layering of Visible Brilliance serum together with the 'Mineral Rich Peel-Off Mask' which in combination are powerful anti-oxidants rich in minerals, vitamins and moisturisation.

/Cont...

Modern Skin Facial Key benefits:

- ✓ Raises mineral levels
- ✓ Regenerates skin cells
- ✓ Rebalances sebum levels
- ✓ Reduces redness
- ✓ Boosts radiance

- END-

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.