

INTRODUCING A NEW GENERATION OF INTELLIGENT SKIN CARING COSMETICS



Singapore, February 2014 – BeautyBiotics, an exciting new range of skin-caring and dermatologically tested cosmetics has finally hit the beauty product shelves in Singapore. BeautyBiotics is positioned as an intelligent beauty aid to offer advanced anti-aging beauty *care* that aims to target common skin concerns such as hydration, whitening, and minimizing fine lines and wrinkles.

Inspired by the modern lifestyle led by today's busy women, BeautyBiotics was created to simplify the beauty routine of modern women. This new generation of intelligent dermatological cosmetics contain efficient formulas that multitask as well as modern savvy women do. Beauty Biotics delivers innovative clinically proven ingredient technologies that take on a number of healthy skincare benefits while remaining kind to your skin - every product by BeautyBiotics is dermatologist tested and suitable for sensitive skin types. It is time to get smart on your beauty routine.

All of BeautyBiotics' products have been formulated through an extensive scientific research and development process in Japan. It adopts a no-nonsense, intelligent and focused solution for our skin's needs, which is translated through its minimalist and clinical packaging.

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To kick off its brand launch, BeautyBiotics is introducing its five powerhouse products. Under its makeup range – the BB/CC Cream, BB + Nano Luminescence Mineral Pearl Powder and the UV White Nano Mineral Powder, all which have the common properties of being ultra lightweight makeup with powerful, hydration as well as sun protection factors.

Under its skin care range are two highly innovative skin cleansers, the Exfoliating Jelly and Collagen Cleanse designed to encourage skin cell regeneration and restoration of skin radiance instantly after each cleanse

BB/CC Cream

A hardworking multi-tasker, the BB/CC Cream boasts a 12 Benefits-In-One advanced formula that not only has skin whitening properties, but also good coverage and long lasting hydration for up to 12 hours. In addition, the BB/CC Cream serves as a sunscreen with a broad spectrum SPF 40/PA+++. With the BB/CC Cream, wearing makeup and skincare is no longer a multi-step process because all one needs is a single application of the BB/CC Cream.

Retail price: \$39.00

BB+ Nano Luminescence Mineral Pearl Powder

The BB+ Nano Luminescence Mineral Pearl Powder is a perfecting powder formulated with Nano technology to deliver nourishing nutrients into the skin's deeper layers.

The airy formulation consists of nanonized light-diffusing pearl crystals that soften the way light falls on skin to minimize fine lines, provide long lasting coverage of pores as well as other skin imperfections. The result, youthful coverage is achieved while still maintaining skin's luminosity. In addition, the BB+ Nano Luminescence Mineral Pearl Powder is also a powder with all the skin care benefits of a cream. It hugs skin to infuse a rich skincare concoction of Nano Collagen, Pearl Powder, Ceramide and Hyaluronic Acid, which help to repair, regenerate and hydrate skin.

Retail price: \$45.00

UV White Nano Mineral Powder

Another one of BeautyBiotics' multitasking hard workers, the UV White mineral powder is an intelligently created powder that provides sun protection of up to SPF 50/PA+++, and an effective whitening treatment with its whitening Nano mineral powder ingredients. The best part of the UV White powder is that it is a very lightweight, easy to apply powder that comes in a

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nifty compact container and sponge applicator. It is definitely a more convenient alternative to the usual thick and sticky sunscreens we have currently.

In addition, the UV White Nano Mineral powder has Nano-collagen, Hyaluronic Acid and Alpha Arbutin skin nutrients that infuse into skin continuously, helping skin regenerate, reduce pigmentation and lighten dark spots. So just like the modern woman today, the UV White Nano Mineral Powder plays multiple roles of skin tone correcting makeup, sun protector, skin whitener, and repairing skin care.

Retail price: \$49.00

The BeautyBiotics intelligence unit understands that while makeup can enhance the look of skin, real skin beauty starts with healthy, clean skin. That is why it also has a focus on facial cleansers that gently remove the dead skin cells on the outermost skin layers without stripping skin of its natural emollients. This action of exfoliation is a kick-start to the skin's regeneration process, which results in instant glowing radiance.

Exfoliating Jelly

The Exfoliating Jelly is an advanced enzymatic facial peel that gently exfoliates thanks to its fruit-derived AHA + BHA enzymes, restoring clarity and newfound luminosity to skin. Each massaging motion lifts away dead skin cells to reveal the radiant youthful skin beneath, preparing skin to absorb nutrients fully.

This dermatologically formulated peel is gentle on skin, so your skin enjoys the benefits of a facial peel minus the irritation or downtime.

Retail price: \$43.00

Collagen Cleanse

The Collagen Cleanse Regeneration Daily Facial Cleanser boosts a unique water activated crystal formulation that releases Nano-Collagen into your skin.

The cleanser comes first in a powdered form, which is then turned into a foaming cleanser when mixed with water. The foam particles created by the Collagen Cleanse are so fine that they can thoroughly remove impurities from the pores, yet the release of Nano-Collagen keeps the skin well hydrated.

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The end result - every time you cleanse, you help your skin to regenerate its collagen and elastin, leaving it deeply cleansed without stripping its natural oils.

Retail price: \$43.00

Where can we find BeautyBiotics?

BeautyBiotics Dream Cream series is available exclusively at leading Watsons stores. For more information, please visit the BeautyBiotics website at www.BEAUTYBIOTICS.com or Facebook page at <http://www.facebook.com/SkinbioticsSG>

Celebrity Reviews and Quotes

"I am a big advocate of fresh and natural looking make up. I like the fact that the makeup in BeautyBiotics feel so lightweight and is easy to apply. I also love that they contain skin caring benefits like hydration and sun protection in its advanced formula. It is great to have a range of dermatologist-tested cosmetics with high UV protection"

"Dream Cream transforms your skin to give you a youthful, luminous glow."

- Clarence Lee, Celebrity Makeup Artist

"In my work, I have to take good care of my skin and but I also have to use quite a bit of makeup. So I was looking for a range of skin care that could help me look good yet keep my skin healthy. An all-in-one solution I suppose. Thank goodness I found BeautyBiotics that not only believes in producing hard working BB/CC creams that keep my face looking flawless while hydrating and protecting it, they also believe in proper cleansing of skin to maintain my skin health. BeautyBiotics truly understands the needs of the modern day woman, protection from the sun, hydration and lightweight makeup, as well as fast, thorough facial cleansing, I have to say that it is a dermatological cosmetic range that I have grown to love.

- Brand ambassador and BeautyBiotics user, MediaCorp Artiste, Paige Chua.

"Our aim is to develop an Intelligent Skincare that simplifies your daily skincare routine without comprising on the skin care benefits that you need. For instance, incorporating high SPF protection and Nano technology to deliver skin caring ingredients that regenerate your skin. We also ensured that all our products were dermatologist tested so that they would be suitable for even the most sensitive skin types"

- Ms Suzie Cheong, Vice President of Avenza.

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For more press images and interviews with celebrity Paige Chua and Clarence Lee, please contact Publicist PR Consultants

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ABOUT PUBLICIST PR CONSULTANTS

Publicist PR embraces the ever-evolving role of public relations, marketing and social media in the retail fashion industry. Helmed by a team of fashion, PR and marketing experts who have their pulse on the industry, we've been dishing out the industry inside scoop since 2005 – making us practically indispensable to brands who want their stories told. We remain ever ready to be paired with clients desiring nothing short of a dynamic PR agency with great ideas and tactics to keep you outfitted for success.

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