



Press Release
FOR IMMEDIATE RELEASE

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SPRING CLEAN BEAUTY BISTRO'S FAVOURITE FACIAL MASKS

Singapore, 20th January 2012 – A weekly facial mask is a great skin care treat and should be part of our skincare regime. Beauty Bistro, Singapore's leading skincare and beauty retailer has different types of facial masks providing amazing skin benefits that is sure to make your skin glow!

Besides being great at cleaning, healing, nourishing and exfoliating our skin, facial masks also great for mood enhancing and soothing our nerves.

WHITEN AND SHINE

SHILLS Whitening Mud Mask – S\$28.90 contains a unique formulation containing volcanic clay to help absorb dust and pore-clogging debris while softening and controlling sebum.

Like an oasis offering revitalizing water for fair and supple skin, **SHILLS Moisturizing and Whitening Cold Gel Mask – S\$28.50** coalesces with the skin surface to increase water retention, providing a triple benefit for supple taut and translucent skin. This multiple soothing cold cream relieves redness, spots, dull and dark patches; it moisturizes dry and rough skin, minimizes large pores and oil shine and evens out skin color. It is the ultimate all-in-one cream that solves all annoying skin problems!

Key ingredient Licorice Potassium effectively targets large pores, brightens dull complexion, regulates oil shine and penetrates deep into pores to remove dirt and impurities. It gently helps your skin to naturally remove accumulated sebum stains, old skin as well as other accumulated impurities.

For a peel-off mask with whitening effects, the **SHILLS Whitening Peel Mask – S\$26.90** contains natural plant extracts that help adjust the ratio of skin sebum to moisture, balancing sebum secretion and increasing metabolism of dead skin cells, so that pores effectively expel excess dirt and grease to prevent clogged pores and acne, giving you a smoother, more refined skin texture.



THE BLACK MASKS

SHILLS Black Gel Mask - S\$33.50 works like a soothing balm leaving your skin feeling nourished and glowing after each use. Filled with Bamboo Charcoal Powder, this black-looking gel absorbs grease and dirt particles within pores and surfaces blackheads.

Ultra-fine particles technology embed the **SHILLS Black Bamboo Charcoal Whitening Sheet - S\$25.90**. Black bamboo has the capacity of anti-bacteria and excellent absorption, which can draw out and decompose the impurities such as fat and dirt inside the pores. In addition, the far infrared ray released from bamboo charcoal can facilitate the essence infiltrating into deep skin.

With added Hyaluronic Acid, it has multiple whitening ingredients, that penetrates deep into your skin layers to help improve your complexion, remove signs of fatigue and enhance skin elasticity. This mask includes arbutin, chamomile extract and mint extract, which can not only calm and relax your intense skin, but brighten your skin in the twinkling of an eye simultaneously.



OVERNIGHT REJUVENATION

Awake in the morning with bright and healthy skin with **SHILLS Licorice Refining Night Jelly - S\$23.50**. SHILLS new night miracle jelly has a refined and fresh non-sticky texture. The night jelly coats a layer of refreshing moisture on the skin forming a hydrogel membrane that provides skin with a long night of moisturizing hydra clarity, with Chamomile extracts to sooth and relax your skin.

Chamomile and other soothing ingredients relax your skin for a fresh new start the next morning.

SHILLS Ultra Whitening Jelly Mask (Rose/Lavender extract) -S\$27.90 is a great ultra soothing product for the girl who wants to wake up to clear, smooth and translucently beautiful skin with this mask. This night cream is suitable for any time and any season and will make sure your skin is fully hydrated and smelling good the next morning! Comes in Rose and Lavender Scent.

Wake up to youthful and radiant looking skin with **SHILLS Anti-Ageing Jelly Mask (Olive Extract) - S\$27.90**. This mask provides skin defense from the outside, as well as skin repair from within. This whitening and brightening night repair gel mask works while you sleep, giving you fully moisturized and supple skin the very next morning.

Providing long hours of moisture protection, skin nourishment and repair, not to mention anti-ageing benefits, this top-notch spa-like facial treatment is perfect for tired and dehydrated skin at the end of the day. Its lovely olive fragrance calms and relaxes your mood, for ultimate deep relaxation when falling asleep.



Pick a favourite mask for this season with Beauty Bistro's diverse range of facial masks.

Beauty Bistro® products are on sale at BeautyBistro.com and at area retailers BHG®, SASA®, OG® JOHN LITTLE® and Beauty Spring®.

BHG Departmental Store (Bugis, Tampines, Clementi, Choa Chu Kang)
JOHN LITTLE Departmental Store (Marina Square, Tiong Bahru, Jurong Point)
OG (Orchard, Chinatown, Albert Complex)

About Beauty Bistro®

Launched in 2007, Beauty Bistro® has been introducing fun, modern and innovative skincare and makeup brands to Singapore. The group's fashion-forward approach to beauty has cemented its place on must-have lists of beauty editors. Beauty Bistro's goal is to help every woman get gorgeous and have fun doing it. Beauty Bistro® offers original brands with technology that meet the beauty and grooming needs of modern women, including *Anosa Cosmetics®*, *Baby Foot®*, *Bodyslim Shapewear®*, *Dot Dot®*, *Dr. Young®*, *La Défense®*, *SHILLS®* and *QB®*. Beauty Bistro products are frequently featured in super popular Taiwan TV Variety Show Nu Ren Wo Zui Da and commonly used by Korea, Japan and Taiwan celebrities.

Please visit www.beautybistro.com for the latest news on **BeautyBistro®** and its brands.

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