

PRESS RELEASE  
For Immediate Release

## TURN BACK THE CLOCK WITH 24H QUARTZ GEM STEM CELL SKINCARE by Dead Sea Premier HARNESSING THE SCIENCE BEHIND THE BEAUTY



**Singapore, March 2013** – Developed after a decade of cutting-edge research on the secrets of aging deep down at a cellular level in human skin, Dead Sea Premier (“Premier”) proudly presents the next breakthrough in the science of aging with the revolutionary 24H Quartz Gem skin care series.

With a potent combination of Dead Sea minerals, Rose Quartz essence and organic Alpine Rose stem cells, expertly coupled with advanced scientific technology, Premier’s 24H Quartz Gem series is making it possible to deliver nature’s best to your skin while protecting the skin cells from within.

### “YOUTH FACTORIES”

Premier’s team of leading scientists has led years of research in understanding the mechanism of skin renewal and aging at the cellular level to develop this holy grail of anti-aging. While our bodily stem cells hold miraculous properties of growth and regeneration, acting as “youth factories” deep down in our skin, our skin can start to show signs of aging from as early as 28-30.

With robust scientific research, Dead Sea Premier has been able to create a revolutionary breakthrough in potent anti-aging skincare system that uniquely combines the therapeutic powers of the Dead Sea together with the healing energies of the revered Rose Quartz jewel and the excellent antioxidant properties of the rare and resistant Swiss Alpine Rose.

### The MAGIC OF ROSE QUARTZ MINERAL

The Rose Quartz powder creates a natural repeated vibration when applied to the skin, akin to a mini-massage. This unique energy is able to enhance our skin cells’ natural renewal process. When applied in soft circular motions, the Rose Quartz gem powder generates an electric magnetic field, assisting the actives to penetrate deeply into the skin.

“What makes the 24H Quartz Gem series truly unique is that it contains a formidable trio of ingredients: the Rose Quartz, Alpine Rose stem cells and Dead Sea minerals, to formulate an innovative product series that combats aging, protects skin proteins and provides intense moisturizing at the same time”, said scientific expert and Premier’s international chief trainer, Ms. Malka Harel.

## **DEAD SEA PREMIER'S 24H QUARTZ GEM PRODUCT LINE**

Premier's 24H Quartz Gem Stem Cell Revolution Skin Care consists of five innovative products:

### ***24H Quartz Gem Lifting Serum 30ml***

This lifting, firming and re-modeling serum is the jewel of the 24H Quartz Gem collection, instantly tightening, rejuvenating and lifting the skin while smoothing the appearance of wrinkles.

### ***24H Quartz Gem Liquid Ice Lifting Cream 60ml***

A unique breakthrough concept provides double effectiveness in each application. Feel how a solid rich cream magically turns into mineral-rich crystal water, and quickly absorbs into the skin.

### ***24H Quartz Gem Metamorphosis Lifting Mask 70ml***

A unique process created by the Premier Research Center. As you apply the mask, the encapsulated active ingredients break out so you can see them deploy into your skin as the mask color transforms from white to pink rose.

### ***Quartz Gem Brightening Under Eye Treatment 10ml***

The ultimate in under the eye care – this new treatment gently massages the delicate skin under the eye area to lessen the appearance of puffiness and dark circles.

### ***Rose Quartz Gemstone***

The Rose Quartz Gemstone is one of the most revered and sought-out jewels in history. Its color, healing powers, myths and legends are fascinating. It is said that washing the face in water with rose quartz will help fade wrinkles and keep the skin young.

Premier currently operates in Singapore with seven branches in Singapore. For more information, please visit the Dead Sea Premier website at [www.premier-deadsea.com](http://www.premier-deadsea.com) / [www.premier-deadsea.com.sg](http://www.premier-deadsea.com.sg)

For more information on Dead Sea Premier and its treatments as well as products offered, kindly contact **Publicist PR Consultants**

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