

Press Release  
For Immediate Release

**RECALLING THE DAY OF SPRING  
CELEBRATE THE POETIC BEAUTY OF THE DELICIAE &  
POWERFUL ANTI-OXIDANTS CHERRY BLOSSOM  
ORGANIX EVER AGELESS CHERRY BLOSSOM SKINCARE COLLECTION**



**Singapore, July 2012** – Restore your skin’s youthfulness with Organix® Ever Ageless Cherry Blossom Skincare Range. This irresistible collection includes a delicate blend of age defying cherry blossom extracts along with sophisticated formulas that capture the essence of rare and exotic fruits and botanicals to help preserve skin’s youthful resources, reinforce defenses and restore a visibly ageless looking skin.

**The Organix® Ever Ageless Cherry Blossom Skincare Range includes:**



**Organix Cherry Blossom Poppy Delicate Cleansing Milk - \$17.90**

Daily cleansing is a first step to beautifully soft and smooth skin. Cleanse and restore skin's moisture with Cherry Blossom Poppy Delicate Cleansing Milk. With a sweet floral blend of age defying cherry blossom extracts and nourishing lotus flower milk combined with soothing poppy extracts to gently remove make-up and impurities while protecting your skin's natural moisture balance.

**Organix Cherry Blossom Rose Water Refreshing Floral Toner - \$17.90**

Made with an irresistible infusion of age defying cherry blossom extracts and exotic passion flower, the Cherry Blossom Rose Water Refreshing Floral toner helps tighten pores, leaving skin refreshed, clean and toned, while soothing rose water and pot marigold helps defend skin's natural moisture.



**Organix Cherry Blossom Apple Stem Cells Rejuvenating Serum - \$39.90**

The Cherry Blossom Apple Stem Cells Rejuvenating Serum is an exclusive blend of Swiss apple stem cells that revives elasticity and firmness. Combined with a new natural retinol and peptide technology to help counteract signs of aging, the cherry blossom extracts and delicate orchid milk nourishes and locks in moisture for optimal smoothness.

**Organix Cherry Blossom Argan Oil Replenishing Night Cream - \$28.90**

Renew your youthful appearance and rosy glow with this exotic powerhouse, containing fair trade argan oil rich in vitamin E, age defying cherry blossom extracts, along with a botanical substitute for hyaluronic acid that replenish the skin, reduce the appearance of fine lines and wrinkles, all while improving skin's overall health and beauty.





**Organix Cherry Blossom Lotus Floral Exfoliator - \$17.90**

This Cherry Blossom Lotus Floral Exfoliator has an alluring blend of cherry blossom extracts which instantly revives skin's appearance, along with fine buffing grains from nourishing lotus seeds and organic cherry pits to stimulate skin renewal, while gently exfoliating dead skin cells.

**Organix Cherry Blossom Raspberry Instant Lifting Mask - \$17.90**

An irresistible infusion of cherry blossom extracts and raspberry seed oil delivers omega 3 and 6 ceramides, creating instant lift as rose hips seed oil moisturizes, while replenishing skin with vitamin C, D, E and antioxidant flavonoids for youthful firmness.



**Organix Cherry Blossom Orchard Anti-Aging Lotion SPF 15 – \$24.90**

Minimize wrinkles and shield your skin from free radicals with this alluring blend of cherry blossom extracts. Along with antioxidant rich orchid nectar, Cherry Blossom Orchard Anti-Aging Lotion helps to visibly reduce fine lines and shields your skin from free radicals, while ceramides promote skin's optimal moisture.

***Organix® Ever Ageless Cherry Blossom Skincare Range is available exclusively at Watsons.***

For high resolution images, kindly download from this link: <http://wtrns.fr/ak5RrjWWEDI2LY>



### **About Organix®**

Organix® is a salon-inspired hair care line that offers over 50 products to effectively cleanse, condition, treat and style all hair types. Organix® hair care products are designed for the consumer who aspires to make better choices and are more aware of the integrity of ingredients. Organix® formulas contain active organic ingredients that are created for the ultimate hair care indulgence. All Organix® products are sulfate-free and are packaged in eco-friendly bottles manufactured from materials containing recycled post-consumer resin. All labels are printed using environmentally friendly inks and compostable label film made from annually renewable resource corn, not from petrochemicals.

For more information, kindly log on to [www.organix.com.sg](http://www.organix.com.sg)

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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, beauty and fashion industry. Helmed by a team of beauty and fashion PR and marketing experts who have their pulse on the industry, we've been dishing out the industry scoop since 2005 – making us practically indispensable to brands that want to have 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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