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Press Release
FOR IMMEDIATE RELEASE

SAY GOODBYE TO STRETCH MARKS, DRY, AND DAMAGED SKIN ALL AT ONCE!

*Introducing Palmer's Skin Therapy Oil –
the new generation of skin perfecting technology that helps to eliminate common skin troubles*



Singapore, 19th March 2012 – Palmer's, one of the world's leading names in skincare, today launched the Palmer's Skin Therapy Oil – a breakthrough in skin perfecting technology that helps to improve the appearance of scars, stretch marks, damaged skin and uneven skin tone.

Made with natural ingredients, Palmer's Skin Therapy Oil has amazing properties including being preservative-free, non-greasy and quick absorbing. With a combination of natural Cocoa Butter, Rosehip Oil, Vitamin E and natural oils. Palmer's Skin Therapy Oil has a unique rapid dermal absorption system that allows the natural oils and goodness to penetrate deep into the epidermal layer.

"Our recent market research found that women are increasingly concerned with their appearance and many women are actually looking for skincare products that are able to provide multiple benefits in one single use," said Ms. Jennifer Chia, Sales & Marketing Manager, Palmer's Singapore. "In fact, stretch marks and scars were at the top of women's concerns when it comes to skin troubles."



Palmer's Skin Therapy Oil contains a light-weight formula and an exclusive blend of key ingredients to help improve various skin problems including stretch marks, dry, damaged or ageing skin, uneven skin tone, fine lines and wrinkles. Even old scars can be noticeably reduced.

Palmer's Skin Therapy Oil is recommended for use during and after pregnancy as well. Palmer's knows that women feel cautious about using products containing Vitamin A (Retinyl Palmitate, Retinol) during pregnancy, thus unlike other oils, Palmer's Skin Therapy Oil does not contain Vitamin A.

Palmer's non-greasy texture allows application all over the body, including the face, instantly making any part of the skin soft at touch, and it works amazingly well for people who are plagued by dry and damaged skin due to the ever-changing weather.

Skin Therapy Oil Awards:

- 2009 Judges' Choice (Australia)
- 2011 Best Body Oil (Singapore's Women's Weekly Best Beauty Buys)
- 2011 Most Wanted Skincare & Best Selling Therapy Oil (Watsons Health, Wellness & Beauty Awards 2011)

**Palmer's Cocoa Butter Formula Skin Therapy Oil With Rosehip retails at:
S\$15.90/60ml, S\$39.90/150ml**

Available at Watsons, Guardian Unity, NHG Pharmacy, Robinsons, John Little, BHG, Kiddy Palace, Spring Maternity, Pink Beauty, all leading cosmetic and departmental stores.



THE COCOA BUTTER STORY – PALMER'S

Founded in America more than 170 years ago in 1840, Palmer's has become one of the world's leading names in skincare, a brand that women around the world have grown up with. Generations of families have loved the fantastic moisturizing qualities of Palmer's skincare range, and millions of women around the world agree – Palmer's can be found in bathroom cabinets in the homes of families in more than 80 countries, making it the number one brand skincare. Their unique heritage and commitment to quality has stood the test of time, making Palmer's a trusted household name, used by families for generations. Their number 1 formula, Cocoa Butter formula – consisting of Cocoa Butter, a superior moisturizer, Vitamin E, a powerful antioxidant, Collagen and Elastin, which help improve skin elasticity, overall tone and suppleness – is one of Palmer's key offering in its wide range of skincare products with natural based ingredients. Today, Palmer's is still committed to creating affordable skincare products that really do work, growing to provide a Palmer's product for every skincare need: hand and body, facial care, stretch mark care, hair care, body and bath. Palmer's is against animal testing and all products are cruelty free.

Website: www.palmers.com.sg

Facebook: <https://www.facebook.com/palmerssingapore>

Twitter: <https://twitter.com/PalmersSg>

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PHarMed is an established company that has been in the pharmaceutical and healthcare industry for more than 25 years. They distribute a wide range of pharmaceutical products including drugs and supplements to hospitals, clinics and pharmacies. With an extensive network and experience in the pharmaceutical industry, PHarMed strives to provide more premium services and products to all our customers.

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For more information, kindly log on to www.publicistpr.com

For more information on Palmer's range of trusted skincare, body care and hair care, please contact:

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