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Press Release  
FOR IMMEDIATE RELEASE

## TOUGH ON HAIR, NOT ON SKIN

*Introducing Palmer's No Blade Hair Removal Cream*



Singapore, 21<sup>st</sup> February 2012 – Remove unsightly hairs without hurting your skin using **Palmer's** new range of No Blade Hair Removal Cream, to reveal a silky smooth complexion minus the odour and irritation. The range welcomes a brand new product, the **No Blade for Women Facial Hair Removal Cream**, which will now remove facial hair so effortlessly!

The dermatologist tested No Blade for Women Facial Hair Removal Cream effectively dissolves away unwanted facial hair, at the same time moisturizing your skin with Palmer's obedient ingredient, Cocoa Butter. This advanced hair remover cream also contains Vitamin E, which is an antioxidant that naturally helps fight away the appearance of lines and scars. Palmer's No Blade Hair Removal Cream has outdone its competitors by working in as little as 4 minutes and having a more lasting result than shaving.



What more could you ask for in a product that not only removes hair effectively but also leaves your delicate skin soft and smooth after every use?

## INTRODUCING PALMER'S NO BLADE HAIR REMOVAL RANGE



### **No Blade Cocoa Butter Hair Remover with Vitamin E (Body) – S\$13.90/125g**

Containing Certified Organic Cocoa Butter and Vitamin E, this hair removal cream removes unwanted hair in 4 minutes. To be used on legs, arms, underarms, and bikini area.

### **No Blade Cocoa Butter Facial Hair Remover – S\$13.90/75g**

The latest product in this range dissolves away any unwanted facial hair within 4 minutes and provides long lasting results. Fortified with Cocoa Butter and Vitamin E.



#### **Directions for use:**

Wet area thoroughly where hair needs to be removed. Apply evenly with brush over hair, covering completely. Do not rub in. Leave on for 4 minutes (maximum 5 minutes). Remove with spatula or washcloth. Rinse thoroughly. Pat dry.

***Palmer's No Blade Hair Removal Products are available at Robinsons, John Little, OG Orchard Point, BHG, NTUC Fairprice Finest & Xtra, selected Watsons, Guardian, leading pharmacies and cosmetic 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](http://www.palmers.com.sg)

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

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

### **About PHarMed**

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

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