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Press Release  
FOR IMMEDIATE RELEASE

## PALMER'S FACIAL LINE EXTENSION REVIVES AND REJUVENATES AGING AND SENSITIVE SKIN



Singapore, June 2012 – Celebrated as one of the world's leading names in skincare thanks to its natural ingredients, long-time favourite **Palmer's** rolls out its latest addition of the **Cocoa Butter Formula Facial Line Extension**.

Known for their promise and commitment to producing quality products, Palmer's has been serving women all around the world for more than 170 years. Its effective moisturising qualities and affordable prices have made the brand a strong favourite among many. Taking on the same key natural ingredients used for the world-renowned body range, these products have been created to deliver efficacy and luxury for the face.

Fronting the line of Palmer's facial care range is Olympic Gold Medalist Swimmer, Giaan Rooney. Her memorable smile, natural beauty and ability to communicate and engage make her the ideal modern day beauty queen that all women can relate to.

Once an Olympic gold medalist and now a high profile media personality, Giaan is known for her classic beauty and amazing skin. A natural choice for Palmer's, Giaan has always trusted the brand and is long-time user of Palmer's as she proudly proclaims, "I've always loved Palmer's Cocoa Butter, now my face does too."

The new Facial Care Line Extension boosts 100% Natural Cocoa Butter together with a blend of natural Shea Butter and Vitamin E so your skin is smoother, softer and more radiant. Made from skin-loving ingredients, the lightweight and natural Facial Care products cleanses, revives and rejuvenates gently and is suitable for all skin types.



### So what's new?

- **Daily Facial Calming Lotion - Sensitive Skin - \$19.90 / 100ml**

This lightweight, fast-absorbing lotion is specifically designed for sensitive or redness-prone skin. A special blend of ingredients reduces the appearance of redness, calms, and soothes sensitive skin to leave skin hydrated. With continued use, skin feels fresh, smooth and healthy.

Beneficial Ingredients:

MLE, Vitamin E, Aloe Vera, Evening Primrose Extract, Milk Proteins, Cocoa and Shea Butters



- **Daily Cleansing Gel - Sensitive Skin - \$15.90 / 150ml**

This light gel cleanser lathers to remove dirt, oil and impurities and leave skin feeling refreshed.

Beneficial Ingredients:

Citric Acid and Retinol, Vitamin E, Aloe Vera, Evening Primrose Extract, Milk Proteins, Cocoa and Shea Butters



- **Rejuvenating Facial Serum - \$29.90 / 30ml**

This serum helps smooth the appearance of lines and wrinkles by encouraging skin's natural repairing process with Retinol and Vitamin C, helping to reduce the look of discoloration, dullness and fine lines. Natural extracts provide a luxurious feel and leaves skin looking radiant.

Beneficial Ingredients:

Citric Acid and Retinol, Vitamin E, Aloe Vera, Evening Primrose Extract, Milk Proteins, Cocoa and Shea Butters



- **Purifying Mask \$15.90 / 120g**

Suitable for all skin types, Kaolin clay gently dries on the surface of the skin to deep clean and draw out impurities.

Cocoa Butter, and Shea Butter impart light hydration, while Aloe Vera, Chamomile and Milk proteins soothe stressed skin.

Beneficial Ingredients:

Kaolin, Sweet Almond Oil, Vitamin E, Cocoa and Shea Butters, Evening Primrose, Milk Proteins, Aloe Vera, Chamomile Extract



**Kindly download the high-resolution images from this link:**

<http://wtrns.fr/7ZC96lr87FYgV->

Palmer's Facial Care range is available at Watsons, Sasa, Guardian, John Little and Robinsons.



### **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. 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.

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### **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.

### **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 inside scoop since 2005 – making us practically indispensable to brands who want their 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.

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

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

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