

Palmer's, the #1 Stretch Mark Brand in US Launches What to Expect When You're Expecting Sweepstakes



Singapore, May 2012 – When **What To Expect When You're Expecting** hits theaters on 17 May, movie-goers will get a glimpse of parenthood through the eyes of five interconnected couples.

Appropriately, **Palmer's** has teamed up with the sure-to-be-hit film version of the iconic pregnancy self help book to offer fans a chance to catch this movie and win attractive prizes!

Until 31 May, fans can log on to Facebook to enter to win an exclusive "What To Expect When You're Expecting" premiere sweepstakes on behalf of Palmer's. What can the lucky winners receive?

- Two tickets to the "What to Expect When You're Expecting" movie
- Complimentary hotel stay at the Park Regis Singapore for one night
- 3 Samsung cameras
- Palmer's hampers filled with Palmer's goodies

Noted for its line of stretch mark products, Palmer's has helped to keep moms' skin soft, smooth and beautiful before, during and after pregnancy.

Palmer's has recently reformulated their core stretch mark items – Palmer's® Cocoa Butter Formula Massage Cream for Stretch Marks, Palmer's Cocoa Butter Formula Massage Lotion for Stretch Marks and Palmer's Cocoa Butter Formula Tummy Butter for Stretch Marks, to now have new, advanced formulas that enhance efficacy even further. Key natural ingredients like pure Cocoa Butter, Vitamin E, and Shea Butter are now combined with the advanced stretch mark fighting complex, Bio C-Elaste™, which includes Collagen, Elastin, Centella Asiatica, Sweet Almond Oil and Argan Oil.

What It Costs: \$23.50 - \$27.00

Where It Is Found: Watsons, Guardian, Kiddy Palace, Unity, Sa Sa Cosmetics, Kiddy Palace, Spring Maternity and all leading pharmacies, cosmetic and departmental stores.

Log on to [Palmer's Singapore Facebook](#) page for to find out how to win these attractive prizes. Contest ends 31st May 2012.

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Press Release
For Immediate Release



About Palmer's Stretch Mark Range:



New Palmer's Cocoa Butter Paraben-Free Stretch Mark products are *hypoallergenic, paraben-free, phthalate-free and dermatologist tested* for safe and efficacious stretch mark care during your pregnancy. Designed specifically for expectant mothers, these Palmer's products – now with the exclusive Bio C-Elaste™ – help reduce the appearance of stretch marks experienced because of pregnancy-related body changes, such as pregnancy weight gain and rapid post-pregnancy weight loss.

Palmer's Cocoa Butter Organics range for Stretch Marks are meant to prevent and soften stretch marks. A special combination of Cocoa Butter, Aloe, Shea Butter, Vitamin E, Soybean Oil, Collagen and Elastin lubricates the skin, helping to retain its natural elasticity and moisture, ensuring all day softness.

For high res images of the products, kindly download from this link:
<http://wtrns.fr/EQ4Xc9YX2ghwU4T>