



Press Contact: Publicist PR
Nicole – 6220 4082

Press Release
For Immediate Release

SPLASH AND DASH WITH PALMER'S HYDRATING GEL LOTION

Palmer's new quick absorbing, lightweight gel lotion.



Singapore, August 2012 – Trusted by women for generations, Palmer's is growing on its extensive range of Cocoa Butter Formula products, and introducing the latest addition – Palmer's Cocoa Butter Formula Hydrating Gel Lotion, which is refreshing, lightweight and fast absorbing.

Adding on to the wonderful qualities of the original Cocoa Butter Formula lotion that many know and love is a new lightweight gel consistency for a light, barely-there feel. This refreshing, non-greasy gel lotion absorbs into the skin within seconds to lock in the moisture and leaves the skin feeling soft and smooth.

The unique blend of 100% natural Cocoa Butter and Vitamin E with Aloe and Cucumber Extract provides a lovely cooling effect with a delectable cocoa butter scent.



With such quick absorption and moisturizing capabilities Palmer's Cocoa Butter, the Hydrating Gel Lotion is perfect for the woman on the run to keep hydrated in this hot weather.

Palmer's Hydrating Gel Lotion will be launched exclusively at Watsons, at the end of September and will retail for \$9.90, 250ml.

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For a high-resolution image of the Palmer's Hydrating Gel Lotion, kindly download from this link: <http://wtrns.fr/gN17OKIP3q9OnT> (link expires 22 August 2012.)



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. Palmer's is against animal testing and all products are cruelty free.

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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 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

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

Nicole Pow

T: 6220 4082

E: Nicole@publicistpr.com

Cecilia Tan

T: 6220 6190

E: Cecilia@publicistpr.com