

Press Release  
For Immediate Release

## **A TASTE FOR THE FANTASTICAL – SCCUBE THE APOTHECARY INTRODUCES RODIAL'S DRAGON'S BLOOD RANGE**

Singapore, May 2012 – Sccube the Apothecary has introduced the new Rodial's Dragon's Blood series. The cleansing water, mask, moisturizer and eye gel adds on to the famous cult favourite Rodial's Dragon's Blood Sculpting Gel.

While Rodial's Glomaxy Snake Serum swept up the Beauty Awards in 2011, 2012 is all about 'Dragon's Blood.'

Dubbed the 'Liquid Facelift', Dragon's Blood works by adding essential volume to hollow skin.



It promises to plump, sculpt and lift the complexion but it effectively protects the skin against ageing, forming a skin-like film around the face for a dramatically more youthful complexion - without the needles.

It is named Dragon's Blood as it uses a rare red sap found in the sangre de drago tree in the Amazon. This extraordinary ingredient is found to have healing and antioxidant properties, which boost skin's elasticity and reduce skin-sagging.

Among the active ingredients is hyaluronic acid, a super hydrator that provides long-lasting moisture and reduces wrinkles for a smoother, plumper and youthful looking complexion.



Rodial's Dragon's Blood series is made from sangre de drago tree found in the Amazon.

Injecting fillers into the cheek to restore the original plumpness of the face used to be the only solution for sagging skin. However, this extreme procedure leads to the common problem known as 'pillow face', where the cheeks look 'inflated'. Moreover, this can have the adverse effect of closing the eye and making them appear smaller.

'With our new Dragon's Blood serum, women including our celebrity fans, are able to regain the youthful fullness in their face,' said a spokesperson from Rodial.

Among the latest fans of the Rodial's Dragon's Blood series include Blake Lively, Lady Gaga and Jennifer Lopez.



Rodial's Dragon's Blood range is available EXCLUSIVELY at **SCCUBE THE APOTHECARY** – Singapore's leading luxury beauty boutique, at 05-25A/05-25B Ngee Ann City, 391 Orchard Road.

For more information, please call 6738 4909 or log on to [www.sccube.com](http://www.sccube.com)

**For high-resolution images, kindly download from this link:**

<http://wtrns.fr/lfWA5dnc2Vmxea2>



### **Dragon's blood hyaluronic mask \$80**

A moisture-drenched facial essential with instant visible results, this double action hydrating and plumping mask reduces redness while giving skin a youthful glow.



**Dragon's blood hyaluronic moisturiser \$95**

A multi-function daily moisturiser with built in SPF 15, this long-lasting skincare treat plumps and firms dehydrated skin for 24 hours.



**Dragon's blood eye gel \$85**

A sub-zero de-puffing and plumping eye gel, this fast acting gel instantly cools and refreshes tired eyes with soothing rose water and hydrating hyaluronic acid.



**Dragon's blood Sculpting Gel \$160**

With an innovative anti-ageing formula, this gel helps to enhance facial contours and at the same time effectively protects reduces redness, giving skin a more youthful complexion.



**Dragon's blood cleansing water \$55**

This gentle, hydrating and soothing cleanser removes all traces of make-up and impurities with refreshing rose water while dragons blood soothes stressed skin.

**About Rodial**

Rodial Skincare combines the best ingredients for skins concerning with anti-ageing and firming. Featuring the most potent collagen booster and firming agent in all their products, Rodial uses Pomegranate Ellagic Tannin to ensure a smooth and renewed skin. Together with scientific expertise and laboratory's testing of natural skin treatments, Rodial aims to deliver the ultimate skincare. Rodial products are dermatologist tested and are recommended by dermatologists and plastic surgeons in UK.



### **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 scoop since 2005 – making us practically indispensable to brands that want to 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,

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