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Press Release
FOR IMMEDIATE RELEASE

SCCUBE CELEBRATES MOTHER'S DAY WITH BEAUTY GOODIES FROM DR. BRANDT & RODIAL

Singapore – April 2012, Sccube The Apothecary, Singapore's luxury multi-label skin care store celebrates Mother's Day with three fabulous promotions.

Exemplifying the marriage of both high technology, based on hard scientific research, and the pursuit of beauty, every beauty brand in Sccube has stable foundations in the scientific field. This Mother's Day, the perfect present can be given to your moms too.

Whitening, lifting and detoxing are main concerns of many women, and what better way to lighten your mom's load than with Sccube's two best-selling brands dr. brandt and Rodial. With our moms keeping such a busy schedule, these kits are the ideal one-stop solution for her beauty regime!

Presenting Sccube The Apothecary's Mother's Day Promotions:

1. Whiten & Lighten - \$225 (U.P. \$450)



Containing the **Rodial Skin Bleach Kit** and the **Lightening Kit**. The Rodial Skin Bleach Kit combines three full sized products – Skin Bleach Cleanser, Skin Bleach Serum and Skin Bleach Mask for a concentrated and highly effective skin-brightening regime to restore a youthful glow.



2. Lift & Lighten \$147.50 (U.P. \$295)



Containing **Rodial Chin & Neck Lift** and **Rodial Crash Diet Smoothie**

Rodial Chin and Neck Lift is a ground-breaking gel that firms and lifts the appearance of the chin and neck. With essential amino acids, this gel hydrates to firm and strengthen the skin while promoting elasticity and smoothing the appearance of wrinkles all at once.

The **Rodial Crash Diet Smoothie** gives a rich blend of proteins and antioxidants to help sustain your energy and keep hunger at bay. Not only does this diet supplement aid weightloss, the strawberry and banana flavor tastes good as well.

3. Detox & Lighten - \$154 (U.P. \$308)



Containing a limited **dr. brandt detoxygen set** and **Rodial Crash Diet Smoothie**. The dr. brandt detoxygen set contains the dr. brandt oxygenating facial and dr. brandt r³p eye cream (full sized and travel sized).

The **dr. brandt detoxygen facial** is an award-winning synergistic system that oxygenates and detoxifies to reveal glowing, revitalized skin, mimicking an in-office oxygen facial. The **flaws no more r³p eye cream** is a rich, intense triple-peptide cream that delivers Vitamins A, C and E to diminish deep lines, dark circles, replenish moisture and repair damage that time has left behind.



About Sccube The Apothecary

Sccube is a unique retail concept that brings together a coterie of the world's best scientists who work relentlessly on improving the lives of women through cosmetic research. Their passion has resulted in the creation of brands that are exceptional examples of how high technology drives the beauty business.

Each brand in the Sccube stable has foundations in the scientific field, such as RéVive, which uses a Nobel Prize-winning ingredient in its products. Every product has been well researched into its effects, ensuring that there are proven benefits for the skin.

Also available in the boutique are cult favourites like Philip B, Dr. Brandt and Ellis Faas.

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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 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,

For more information, kindly log on to www.publicistpr.com

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