

FOR IMMEDIATE RELEASE

**BEAUTY LABEL SOPHIE MONK'S
CELEBRITY SPOKESPERSON MAKIYO
COMES TO SINGAPORE ON 4TH NOVEMBER!**



21ST OCTOBER 2011, SINGAPORE – Celebrated actress and variety show host Makiyo, known for her great skin and life-changing make-up, will be in Singapore to promote cosmetic label, Sophie Monk. As spokesperson for Sophie Monk, Makiyo will share her ideas about beauty, her beauty regime and how Sophie Monk works so beautifully for her.

Makiyo will make a personal appearance to meet her fans as well as fans of Sophie Monk at the following venue:

Guardian Pharmacy

Ngee Ann City

Date & Time: 4th November 2011, 7pm.

To receive Makiyo's autograph, simply spend more than \$50 on Sophie Monk products and get a chance to stand in line for Makiyo's autograph.

Guests who spend more than \$100 will have the privileged opportunity of being photographed with Makiyo.

Media Interviews are available on 4th November 2011. For interview requests, please kindly get in touch with: Dennis She, +65 9247 7978 / dennis@publicistpr.com

Sophie Monk's revolutionary formula with natural botanical extracts intercept amped up melanin production and acts like a cluster-buster to remove coloration and restore clarity that the skin deserves

Strawberry is a very central ingredient to the products. There is a beautiful, natural scent to it; add to the fact that facial masks and products containing strawberry extracts impart such an amazing glow when applied to the skin.

Retailing in Singapore now are the following ranges:

1. Whitening range
2. Hydrating range
3. Strawberry Facial Masks
 - a. Green – Mask Pore Minimizing Double Lifting Mask (contacts ear hooks and extra sheet for neck)
 - b. Purple - Whitening Double Lifting Mask
 - c. Yellow – V-Shaping Double Lifting Mask
 - d. Blue – Hydrating Double Lifting Mask

The label is currently loved by models and celebrities in Taiwan and Japan in need of whitening solutions is now here, sold at Guardian!

###

Annex 1: Makiyo's bio

Singer, Actress and TV Personality

Full Name: Kawashima Makiyo

Birthday: 12 June 1984

Ethnicity: Japanese and Taiwanese

Born in Japan, Makiyo moved to Taiwan at the age of 10 where she is now based. She first broke into the entertainment scene at the age of 16 with her appearance in a cellphone commercial, where she was discovered by a talent spotter and subsequently released her first Chinese album "Makiyo".

Taking a break from singing in 2004, the multi-talented Makiyo continued establishing herself in the Taiwanese entertainment industry through appearances in various drama series and variety shows, publishing several photo books and even hosting. Most recently, Makiyo returned to producing good music with the release of "Girls Power" in August 2011.

Makiyo has established a niche for herself as a beauty and fashion guru with her frequent appearances in variety programmes to speak about such topics as skincare and cosmetics. She has been a favourite amongst various fashion and beauty brands.

Annex 2 – Range of Products

WHITENING RANGE



BB Cream



Cleanser Mousse



Cleansing Oil



Emulsion



Eye Cream



Tone



Essence

HYDRATING RANGE



Hydrating Essence

MASKS



Hydrating Double
Lifting Mask



Pore Minimizing
Double Lifting Mask

About Sophie Monk

Sophie Monk celebrates beauty in women and is fronted by Japanese/Taiwanese celebrity, Makiyo. Its R&D and cute packaging puts it at the forefront of beauty solutions for young ladies wanting beauty, offering solutions for dry skin, acne through a comprehensive and tightly-edited selection of whitening, hydrating, anti acne products as well as hydrating masks. Sophie Monk retails at all Guardian pharmacies in Singapore.

For more info, please log on to: www.sophiemonk.cc

For more highres images, please kindly download from the following link:

<https://www.yousendit.com/download/T2dmS3duQVNveE9LRmNUQw>

For more information on media interviews, please contact:

Cecilia Tan
Publicist PR Consultants

DID: +65 6220 6190
Mobile: +65 9835 1082
cecilia@publicistpr.com
www.publicistpr.com