

VISOANSKA

PARIS

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Press Release
For Immediate Release

SCCUBE THE APOTHECARY PRESENTS VISOANSKA – THE ECO-LUXURY SKINCARE REVOLUTION

Singapore, October 2012 – Introduced by Sccube The Apothecary, the latest addition to the beauty scene in Singapore is the perfect combination of nature and biotechnology by French luxury cosmetic brand, VISOANSKA.

Founder and creator of VISOANSKA, Elisabeth Visoanska implored the concept of anti-ageing through the changing lifestyle and increasing life expectancy. With 100% of the ingredients in their formulas found or present naturally in our skin, VISOANSKA swears by not using petrochemical derivatives, parabens, silicones and chemical emulsions.

Having won 23 patents that range from the association of various molecules in order to multiply their performance to the isolation of plant stem cells, VISOANSKA has been lauded as the perfect combination of nature and biotechnology. As the ultimate fusion between nature and today's science, VISOANSKA adopts an uncompromising approach to developing modern day cosmetics – natural, yet without renouncing the most leading-edge advances in biotechnology and drawing inspiration from the effectiveness of pharmaceutical products.

The three VISOANSKA ranges include the Daily Face Cares, Made-to-Measure Concentrates and the Special Care Treatments. They are also packed in detail – to associate each formula with its nutritional supplement.

With Visoanska, youthfulness is no longer just appearance, but much more.

Introducing the Visoanska Special Care Treatments:

SUPREME EYE POTION – \$198

The Supreme Eye Potion is a sumptuous deep-acting treatment with the ultimate velvety finish, for eyes that look transformed in the morning. It acts on all the indicators of cellular aging and cutaneous dysfunction. Helps regenerate the delicate skin in the eye area and fight the appearance of visible signs of fatigue.



HYPNOTIC EYE POTION – \$158

Luminous, uplifting, ultra-smoothing and protective, our Hypnotic Eye Potion is the ultimate treatment for the contour of your eyes. Slip this airless pen in your purse to erase expression lines in the wink of an eye and refresh your look at any time. Its effectiveness has been demonstrated by in vivo tests: wrinkle-volume was reduced by up to 47% in only 15 minutes.

This iridescent cream also makes an excellent corrective base, helping conceal your under-eye circles. It offers you a protective shield against pollution and UV rays. Luminous, perfectly rested, the contour of your eyes regains youth and seduction.

SOIN INOUI COU ET DECOLLETE – \$300

This cream is your assurance of beauty for your neck and décolletage. Its brightening power and spheres of light reveal the radiance of your skin while diminishing the appearance of imperfections and brown spots. This luxury, ultra-protective treatment shields your skin from UV rays and pollution, while its firming and restructuring action helps reduce the appearance of fine lines. With their beauty enhanced, these fragile areas regain their firmness and tone.



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ELIXIR PERFECTEUR – \$110

Applied locally, this high-precision concentrate helps accelerate cutaneous regeneration and renewal. After the age of 30, cellular reparation weakens and certain residual marks caused by cutaneous lesions remain visible. To help them disappear more rapidly, our Elixir has proved its powerful regenerative and reparative effects in in-vivo tests, with significant results after just 3 days. In addition, this treatment evens out your pigmentation for flawless, durably unified skin.

Introducing the Visoanska Daily Face Cares:

SOURCE PREMIERE – \$90

Tremendously efficient and with an optimal tolerance for both the face and the eyes, Source Premiere frees the skin from the impurities and removes even waterproof makeup.

As a prime ally of our youthfulness, the synergy of intelligent natural ingredients formulated in Source Premiere targets each of the key mechanisms of cellular renewal's process. Therefore, Source Premiere is saturated with active ingredients optimized by state-of-the-art biotechnology that activate microcirculation, neutralize the process of cellular oxidation and the harmful effects of free radicals. Dermo-soothing, the application of Source Premiere reveals a purified, smoothed glowing skin with vibrant complexion.



FORMULE ANTI-AGE OPTIMALE DAY COMBINATION SKIN – SG\$340

FORMULE ANTI-AGE OPTIMALE DAY DRY SKIN – \$340

This novel formula combines a skincare and a nutritional supplement for optimum results. Ideal for use from the age of 35, it helps your skin to resist external aggressors (pollution, UV), stimulates the energy and longevity of your cells, and durably reduces the appearance of the first wrinkles. The face cream firms up the features with a protective network. The special deep-sea molecular combination creates a screen to block pollution.

Complexe Longévité Extrême stimulates intercellular bonds and protects cellular DNA to restore and strengthen the skin. The nutritional supplement reinforces these actions by nourishing your skin from within. Each day, your skin will feel firmer and more supple. Over the weeks it will look smoother, stronger, more beautiful and more radiant.

FORMULE ANTI-AGE EXTREME DAY MATURE SKIN – \$380

This novel formula combines a skin care cream with a nutritional supplement for optimum results. Ideal for use from the age of 50, it slows and prevents all visible signs of aging. The face cream firms the contours of your face and reduces the appearance of wrinkles. Two biomimetic peptides increase your skin's natural density by strengthening its supporting fibers. Plant stem cells illuminate your complexion and reduce the appearance of brown spots.

Complexe Longévité Extrême enhances cellular youthfulness, helps your skin resist external aggressors and protects DNA structure against the effects of time. The nutritional supplement reinforces these actions by nourishing your skin's beauty from within. Your features appear more clearly defined and your skin will regain vitality and strength.



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FORMULE LONGEVITE CELLULAIRE NIGHT – \$360

This novel formula combines a skin care cream and a nutritional supplement for a deep facial treatment. Ideal for use from the age of 35, it stimulates cellular longevity and growth factors, the core of youthful looking skin. Night is the time when your body cells rebuild their strength. The face cream works to activate cellular self-regeneration at night. It trains your skin's cells to stay in good form and prevents the appearance of wrinkles and brown spots. A biomimetic peptide encourages the skin's repair process to correct the appearance of wrinkles. The nutritional supplement reinforces these actions to repair your skin from within.

Introducing the Visoanska Made-to-Measure Concentrates:

SOLUTION ANTI-IMPERFECTIONS – \$190

This highly effective expert treatment is intended for women of all ages prone to the appearance of skin imperfections. Helps correct the look of enlarged pores, prevent the appearance of pore inflammation, even out pigmentation, smooth out the skin's texture and reduce shine. Suitable for all skin types, even the most dehydrated, it leaves your skin clearer, smoother and less shiny. Nanocapsules gradually release salicylic acid for prolonged effectiveness. Peptides, algae and adaptogenic plant extract help stimulate cell renewal and regeneration. Enriched with our Complexe Survie Extrême, which offers your skin intense regeneration and natural protection by reinforcing the energy stored in its cells, to work at all levels of aging skin.



VV5 SOLUTION – \$190

The VV5 Solution is the solution for dehydrated, tired and stressed-out skin. In or after periods of stress, VV5's concentrated energy renews your skin's natural suppleness, skin vitality, and radiance. VV5 hydrates effectively to replenish your skin moisture and volume: the results persist for 24 hours. Complexe Longévité Extrême increases the skin's cellular energy and natural resistance while deep sea and Sahel ecosystem plants reduce irritability due to aggressors. The youthful appearance of your skin is reinforced; it becomes more resistant, and minor irritations caused by external aggressions appear durably diminished. With our VV5 solution, your face loses any trace of fatigue.

HIGH LIGHT SOLUTION – \$190

An intelligent fluid dedicated to women looking for luminosity and showing signs of brown spots. Helps restore an even radiant complexion - durability. A sophisticated concentration of botanical stem cell algae and diacetyl boldine targets the very source of brown spot to help prevent their formation and correct the appearance of existing spots.

Complexe Survie Extreme works to reinforce natural skin defense against sun damage and protect cellular youth. Thanks to the action of its glow complex, a color corrector, it diffuses light to instantly give you a more regular, clearer complexion, helping reduce the appearance of redness or pigmentary problems.



AGE SLOWING SOLUTION – \$190

The concentrated and intensive repair fights the effects of time by filling in wrinkles, stimulating skin firmness and slowing the effects of skin aging. It helps reinforce the density and firmness of your skin to redefine the contours of your face. This solution contains a muscle relaxing sea plant, rich in polysaccharides, that inhibits muscular contractions and replenishes your skin for an immediate anti-wrinkle result. An innovative ingredient rich in biopeptides reduces the appearance of deep wrinkles by slowing tissue breakdown and stimulating repair of the extracellular matrix.

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About Visoanska

VISOANSKA was founded by Elisabeth Visoanska in 2007 who developed a passion for nutrition and skincare from a very early age and conceived the brand after 10 years working in the pharmaceutical industry. VISOANSKA specialises in highly intensive skincare products created by adopting an uncompromising approach of taking the best of nature without renouncing the most cutting-edge advances in biotechnology or the use of cosmeceutical molecules and by adopting the pharmaceutical industry ethics of measurable results.

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.

Sccube The Apothecary is located at #05-25A/B Ngee Ann City 391 Orchard Road Singapore 238873.

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 who 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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