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Press Release
FOR IMMEDIATE RELEASE

GORGEOUS SKIN BEGINS IN THE SHOWER

Introducing Palmer's New Range of Sulfate Free Body Wash and Scrub



Singapore, 9th February 2012 – Nourish, renew and moisturize with **Palmer's** new range of body wash, which provides an irreplaceable indulgence for all skin types.

Free of sulfates and harsh dyes that can strip and irritate skin, **Palmer's Bath Care Range** commits to nature while taking care of the skin. With the added Vitamin E for naturally deep moisturization, Palmer's body wash satisfies skin hungry for moisture and treats the dehydrated skin right to the core.

Although common Sulfates (such as Sodium Lauryl Sulfate and Sodium Laureth Sulfate) are inexpensive and effective foamers in body care products such as soaps and shower gels, they are ionic detergents that are a poor match for the skin due to their relatively high alkalinity. Sulfates dry out the skin and interrupt the skin's natural moisture barrier. Thus, Palmer's range of Sulfate free bath care is ideal for sensitive, dry and stressed skin.

INTRODUCING PALMER'S NEW SULFATE FREE BATH CARE RANGE

Cocoa Butter Formula Moisturizing Body Wash – S\$9.90

Containing Certified Organic Cocoa Butter and Vitamin E, this body wash is a combination of gentle cleansing and emollient rich moisturizing ingredients. Ideal for



sensitive or dry skin and even delicate areas, it rinses easily, leaving only soft, supple, evenly toned skin.

Olive Butter Formula Antioxidant Body Wash – S\$9.90

Discover the secret behind the young and supple skin with this Olive Butter Formula body wash. Made with Extra Virgin Olive Oil and Vitamin E, this creamy lather loaded with antioxidants gently cleanses and moisturizes without over-drying the skin.

Shea Butter Formula Nourishing Body Wash – S\$9.90

For the fragrance seeker, nourish your skin with the sweet, tropical Certified Organic Shea Butter. Leave the showers with soft delicate skin with the vitamin rich luxurious shower cream.

Cocoa Butter Body Scrub – S\$13.90

Reveal younger looking skin with Palmer's Cocoa Butter Formula Body Scrub. This unique formula contains pure Cocoa Butter, Shea Butter, Vitamin E and natural exfoliating ingredients that moisturize, refine and polish the skin.

Palmer's Skincare Products is available at Robinsons, John Little, OG Orchard, BHG, selected Watsons, Guardian, leading pharmacies and cosmetic stores.



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. Their number 1 formula, Cocoa Butter formula – consisting of Cocoa Butter, a superior moisturizer, Vitamin E, a powerful antioxidant, Collagen and Elastin, which help improve skin elasticity, overall tone and suppleness – is one of Palmer's key offering in its wide range of skincare products. Today, Palmer's is still committed to creating affordable skincare products that really do work, growing to provide a Palmer's product for every skincare need: hand and body, facial care, stretch mark care, hair care, body and bath. Palmer's is against animal testing and all products are cruelty free.

Website: www.palmers.com.sg

Facebook: <https://www.facebook.com/palmerssingapore>

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

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