

**PRESS RELEASE
FOR IMMEDIATE RELEASE**

Take the doctor home with you - dr. brandt®



Singapore – April 2012, Dr. Fredric Brandt, a world renowned celebrity dermatologist has turned to the sea in his never ending quest for eternal youth and uncovered a technological breakthrough in skin whitening. The result – **dr. brandt® light years away®**, formulated with ACTIVE MARINE C COMPLEX, a powerful blend of marine extracts and highly stable vitamin C, fortified with anti-aging properties and potent botanicals. **dr. brandt® light years away®** system targets and controls hyperpigmentation to whiten, lighten and brighten skin bringing back the youthful look and feel, and luminous complexion that was lost over the years.

Exclusively designed with ACTIVE MARINE EXTRACTS in synergy with highly stable VITAMIN C, together they promote a lighter and more uniform complexion by regulating the skin pigmentation cascade at three stages for optimal results BEFORE, DURING and AFTER melanin synthesis.

The collection of **dr. brandt® light years away®** consist of whitening cream cleanser, whitening renewal solution, whitening cream, whitening essence and brightening eye cream. These products has been tested on women aged between 35 – 65 years old and the results; it ensures noticeable to extremely noticeable results after eight to twelve weeks of treatment.

Along with **light years away®**, Dr Fredric Brandt provides a full range of other products for the skin; Anti-irritant, **flaws no more®**, **lineless®**, **pores no more®**, **blemishes no more®**, **time arrest®**, and **house calls**. Dr Brandt's "house calls" products are the stars of his line and it includes collagen booster, microdermabrasion; polishes away dead skin cells and leaving skin radiant, crease release; a celebrity favorite topical wrinkle relaxer, microdermabrasion body exfoliating body cream and contour effect.

With Dr. Brandt's products, there is no need to see a doctor for any skin care problems that women may encounter.

Available at Sccube The Apothecary, Ngee Ann City, #05-25A. T: 6738 4909

Annex 1 – Images and Price List



Dr Brandt Light Years A Whitening Cream Cleanser - \$75



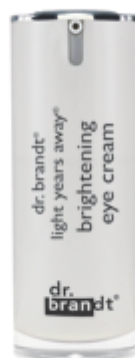
Dr Brandt Light Years A Whitening Renewal Solution - \$85



Dr Brandt Light Years A Whitening Essence - \$75



Dr Brandt Light Years A Whitening Cream - \$215



Dr Brandt Light Years A Brightening Eye Cream - \$145

About Dr. Brandt

Take the doctor home with you: World renowned celebrity dermatologist Dr. Fredric Brandt has designed & formulated an innovative collection of skincare products that offer high-performance, targeted treatments without the need for a prescription or doctor's appointment. Developed at his prominent research institute, this technologically advanced line of professional products combines years of Dr. Fredric Brandt's scientific knowledge and clinical expertise with active botanicals for exceptional skincare that helps maintain radiant, healthy, age-less looking skin, always.

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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