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Press Release
FOR IMMEDIATE RELEASE

CONTINUING TO HIT THE MARK!

Palmer's Trusted Stretch Mark Products Get Even Better

SINGAPORE, 26 March 2012 – During pregnancy, the body adapts in many extraordinary ways to host baby. Once the baby arrives, the physical marks of pregnancy can remain. Fortunately, there is an easy solution, thanks to three trusted products from **Palmer's** – **Palmer's Cocoa Butter Formula Massage Cream for Stretch Marks**, **Palmer's Cocoa Butter Formula Massage Lotion for Stretch Marks** and **Palmer's Cocoa Butter Formula Tummy Butter**, now with new, *advanced formulas and a fresher look!*

Palmer's Cocoa Butter Formula Advanced Stretch Mark products are *hypoallergenic, paraben-free, phthalate-free and dermatologist tested* for safe and efficacious stretch mark care during your pregnancy. Designed specifically for expectant mothers, these Palmer's products – now with the exclusive Bio C-Elaste™ – help reduce the appearance of stretch marks experienced because of pregnancy-related body changes, such as pregnancy weight gain and rapid post-pregnancy weight loss. In fact, it's highly recommended that mothers start using the Palmer's Stretch Mark products as soon as they discover that they are pregnant to minimize the possibility of getting stretch marks.

With a new look and feel and light scent, the Palmer's Cocoa Butter Formula Massage Cream and Lotion for Stretch Marks and Tummy Butter harness advanced ingredients to enhance their efficacy even further. Staple natural ingredients like pure Cocoa Butter, Vitamin E, and Shea Butter combine with their advanced stretch mark fighting cocktail, Bio C-Elaste™, which includes Collagen, Elastin, Centella Asiatica, Sweet Almond Oil and Argan Oil. So don't just baby proof your home this pregnancy, baby proof your body as well!

Products are perfect for...

- Women desiring smooth, supple skin during and after pregnancy
- Individuals bearing stretch marks as a result of weight fluctuation
- Anyone wanting to reduce the appearance of undesired stretch marks
- Those looking for a trusted leader in skin care during pregnancy

Tell me more about the new advanced formula...

The Staple Natural Ingredients:

- **Cocoa Butter** – Natural ingredient helps improve skin's moisture levels.
- **Vitamin E** – Powerful antioxidant minimizes lipid loss and treats skin damage and scarring.
- **Collagen** – Protein is the building block of skin that enables it to bind together.
- **Elastin** – Protein found in the skin that increases the skin's ability to remain flexible.
- **Shea Butter** – Natural fat containing anti-inflammatory properties, recommended for sensitive, stressed skin. It is also ideal for sensitive skin due to its natural high Vitamin content (including A, E and F).

The Ingredient Enhancements:

- **Sweet Almond Oil** – Non-greasy emollient rich in Vitamins A, B1, B6, B2 and E, as well as Omega-9 and Omega-6 fatty acids to help reduce scarring and marks.
- **Argan Oil** – Commonly referred to as "liquid gold," has twice as much Vitamin E as olive oil, helps soften and condition skin while reducing scarring.
- **Gotu Kola** – Medicinal herb that is used to treat skin conditions



- **Bio C-Elaste™** – A powerful combination of Cantella Asiatica, Collagen, Elastin, Sweet Almond Oil and Argan Oil
- **Realistase** – Cutting edge tetrapeptide for increasing skin elasticity and firmness

Did you know...

Palmer's is the No. 1 Stretch Mark Brand in the USA!

The latest improved products in the stretch mark line are hypoallergenic, paraben-free, phthalate-free and dermatologist tested.

Introducing Palmer's New Paraben-Free Stretch Mark Range:

Palmer's Cocoa Butter Formula Massage Lotion for Stretch Marks – S\$27.00/250ml



- Lightweight, non-greasy lotion
- Ideal for all over body use
- Combines Pure Cocoa Butter, Vitamin E, Collagen, Elastin and Shea Butter
- New, advanced formula with exclusive Bio C-Elaste™
- Features a new light scent
- Hypoallergenic, Paraben-Free, Phthalate-Free, and Dermatologist Tested

You'll love this product because...

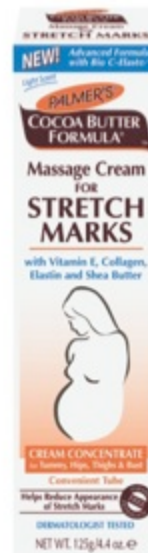
- With regular use, skin elasticity improved in 97% of the test subjects
- Potent natural ingredients help reduce the appearance of stretch marks
- Antioxidants revive skin to provide a more youthful look and feel
- Moisturizes entire body to keep skin healthy and hydrated
- Improves overall skin tone, suppleness and appearance

Palmer's® Cocoa Butter Formula Massage Cream for Stretch Marks – S\$23.50/125g

- Cream concentrate formula
- Targeted formula ideal for Tummy, Hips, Thighs and Bust
- Convenient tube relieves dryness from stressed skin
- Combines Pure Cocoa Butter, Vitamin E, Collagen, Elastin and Shea Butter
- New, advanced with exclusive Bio C-Elaste™
- Features a new, light scent
- Hypoallergenic, Paraben-Free, Phthalate-Free, and dermatologist tested

You'll love this product because ...

- Cream concentrate formula is perfect for targeting specific stretch mark prone areas
- Softens and smoothes dry, stretched skin and associated with stretch marks
- Softens and smoothes skin to help it retain its natural moisture and improve elasticity
- Restores skin's suppleness and appearance





Palmer's Cocoa Butter Formula Tummy Butter – S\$24.50/125g



- Intensive treatment moisturizer
- Formulated with soothing Lavender Oil, ideal for nighttime relaxation
- Combines Pure Cocoa Butter, Vitamin E, Collagen and Elastin
- New, advanced formula with exclusive Bio C-Elaste™
- Hypoallergenic, Paraben-Free, Phthalate-Free, and Dermatologist Tested

You'll love this product because ...

- Concentrated formula provides maximum moisturization of stomach area
- Calming lavender scent helps moms to relax
- Smoothes and helps reduce the appearance of stretch marks
- Provides the intense moisture skin needs to stay supple during pregnancy

Palmer's Products are available at Watsons, Guardian, Unity, Robinsons, John Little, BHG, OG Orchard Point, NTUC Fairprice Finest & Xtra, 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 with natural based ingredients. 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>

Twitter: <https://twitter.com/PalmersSg>

About PHarMed

PHarMed is an established company that has been in the pharmaceutical and healthcare industry for more than 25 years. They distribute a wide range of pharmaceutical products including drugs and supplements to hospitals, clinics and pharmacies. With an extensive network and experience in the pharmaceutical industry, PHarMed strives to provide more premium services and products to all our customers.

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 inside scoop since 2005 – making us practically indispensable to brands who want their 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

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

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