

New Product Launch: rock around the clock

Submitted by: Belinda Gallon PR

Friday, 23 April 2004

As a deodorant, it doesn't just perform for hours and hours, but the product itself lasts and lasts and lasts. Which is why around this office, we've dubbed it the Rock Of Ages. After all, it won't just keep you going all summer, but it will last until next summer, and probably the one after that - and probably longer still. And you don't get many beauty products that cost only £6.99 yet last for years.

The Rock is made of natural crystal which, when dampened and stroked over the skin, deposits a very fine layer of mineral salts that create a bacteria-unfriendly environment. Since bacteria cannot multiply, neither can antisocial odours.

Unlike conventional anti-perspirants and chemical deodorants, The Rock contains none of the aluminium and zirconium derivatives that have been linked to hormone disruption and health problems. Neither does it provide any chemical or synthetic fragrance. In fact it is entirely odourless - and it keeps your armpits the same way.

The Rock comes with its own convenient and discreet onyx stand and is available in two sizes, Small (for women) and Large (for men), priced £6.99 and £7.99 respectively.

Available by mail order on 0870 241 5471 or online at www.4mywayoflife.com

For further press information, samples or images, contact:

Belinda Gallon or Emily Reid

Belinda Gallon Public Relations

Tel. 020 7372 7880

Fax. 020 7625 8081

Email. info@belindagallonpr.co.uk