

Inside Out Beauty Ltd, creators of the natural flavoured beauty drink sip, announce launch of new site and blog

Submitted by: Inside Out Beauty

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The creators of the pioneering natural flavoured beauty drink sip, have launched a new website with a fashion and beauty editorial edge.

sipdrink.com (<http://www.sipdrink.com>) is as original as sip the drink in its conception: it is presented in a fast-paced, reportage style that reflects the brand's image and origins.

sip: the original skin drink was developed by Kate Cazenove and Kate Shapland, who both have media backgrounds. Shapland is a weekly beauty columnist for the Telegraph; Cazenove was a co-founder of Caspian Publishing. They wanted to develop a delicious drink for women like themselves which offered more taste – but the same purity – as water and more: sip is rich in skin-friendly antioxidants.

Designed by Creacom Design (<http://www.creacomdesign.com>) in conjunction with London based digital marketing agency, Maven Metrics (<http://www.mavenmetrics.com>), sipdrink.com showcases the editorial coverage (<http://www.sipdrink.com/sip-press-coverage.html>) sip has had in magazines like Grazia, The Daily Mail and The Grocer along with the product's main retail outlets (<http://www.sipdrink.com/buy-sip.html>) It also gives visitors detailed information about instore sampling and seeding opportunities.

sipdrink.com explains why (<http://www.sipdrink.com/why-drink-sip.html>) good hydration is integral to skin health and wellbeing in an adult tone of voice that sets it apart from the dumbed-down talk that tends to go hand-in-hand with functional drinks. 'We wanted to develop our own credible voice for sip', explains Shapland. 'Our target market's understanding of what is good for their skin and health is as refined as their taste and they expect an authoritative explanation as to why sip and its ingredients are beneficial'.

The sip blog, 'gossip' (<http://sipdrink.com/blog/>) written by Shapland, highlights events sip has been involved in – from London Fashion Week to designer parties – giving visitors exclusive insight into these events with backstage footage and quotes from celebrity fans in a highly visual format that mirrors magazine pages. There are plans to build content with impartial input from the top journalists on beauty and wellbeing.

Sip will also be proactively marketed online (<http://www.mavenmetrics.com>) to increase brand awareness on social media sites using sip-branded video and audio content.

Ends.

Notes for editors:

Inside Out Beauty Ltd was established in 2005 by Kate Shapland and Kate Cazenove. sip launched at Selfridges, Fenwick and Harvey Nichols nationwide in May 2007. It is now widely available from stockists including Waitrose, EAT, Whole Food Market, Daylesford Organic, Planet Organic, Ditto Deli and Fresh & Wild.

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