

Beauty Water Banishes the Signs of Festive Excess

Submitted by: Beattie Communications (Manchester)

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Works With Water (<http://www.workswithwater.co.uk>) has launched the perfect antidote to post Christmas party skin in the form of Beauty water (<http://www.workswithwater.co.uk/beauty/index.htm>).

Eating, drinking and being merry over the festive season can play havoc with the complexion and many of us start the New Year with skin that is less than perfect.

We all know that drinking plenty of water is great for the complexion, but Beauty (<http://www.workswithwater.co.uk/beauty/index.htm>) is the UK's first bottled spring water beverage to contain active ingredients clinically proven to keep the skin nourished, hydrated and combat conditions including acne.

Beauty's (<http://www.workswithwater.co.uk/beauty/index.htm>) secret ingredient is Praventin (<http://www.workswithwater.co.uk/downloads/Presentations%20and%20Brochures/New%20Praventin%20Presentation3.pdf>), a bioactive protein rich in lactoferrin, which supports the complexion from the inside by reducing the bacteria associated with acne.

In separate studies, Praventin (<http://www.workswithwater.co.uk/downloads/Presentations%20and%20Brochures/New%20Praventin%20Presentation3.pdf>), naturally derived from milk, has been shown to reduce the blemishes associated with a poor complexion by 95% within two months.

Beauty (<http://www.workswithwater.co.uk/beauty/index.htm>) also contains high-grade aloe vera, known for its soothing properties to further enhance the skin's appearance.

Jules Birch, developer of Beauty (<http://www.workswithwater.co.uk/beauty/index.htm>), said: "The party season can take its toll on our skin as we indulge in rich foods, alcohol and late nights. Alcohol in particular is a common cause of blemishes on the skin and that, combined with the cold weather at this time of year, can leave the complexion looking dull and congested.

"Praventin is a natural ingredient that has been shown to be highly effective in reducing blemishes and redness and promoting a healthy looking complexion."

Caroline Knowles* (<http://www.workswithwater.co.uk/beauty/case.htm>), 26, suffered from acne for 15 years, unsuccessfully trying numerous products and medication to eliminate the problem. But after drinking two bottles of Beauty a day for three months, Caroline's skin became visibly clearer.

She said: "This is the first time that any product has worked so quickly and effectively on my skin. I've stopped getting the large spots that you associate with acne and my complexion is generally much clearer.

"Drinking Beauty has been a simple addition to my daily routine and has made a tremendous difference not only to my skin but also to my self esteem and confidence.

Delicately flavoured with natural raspberry & rose and only five calories per serving, Beauty (<http://www.workswithwater.co.uk/beauty/index.htm>) is a light refreshing way to combat the effects of winter skin.

For more information or to purchase Beauty (<http://www.workswithwater.co.uk/beauty/index.htm>), visit www.workswithwater.co.uk.

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- <http://www.workswithwater.co.uk/downloads/Presentations%20and%20Brochures/New%20Praventin%20Presentation3.pdf>

For further information visit www.workswithwater.co.uk or contact:

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Notes to Editors:

Beauty

- * Full case study and before and after images available on request
- Praventin™ is a natural ingredient, derived from milk and created by a proprietary process that concentrates a bioactive complex from whey, rich in the lactoferrin fraction.
- Consumer studies with teenage subjects demonstrated that nutritional supplementation with Praventin™ is supportive in reducing the blemishes associated with a poor complexion, as assessed by a dermatologist.
- Acne is one of the most recognisable skin conditions affecting 85% of young adults aged 12-24 years old

For more information about the range visit www.workswithwater.co.uk