

EQUILIBRA SKIN CARE -- DOWN SIZE DOESN'T MEAN DOWN GRADE!

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Although it might seem trivial given the scale of things, the decision to change skin care brands is not one to be taken lightly. The key is to find a range that offers versatility, good quality ingredients and with a performance way above its cost!

A new range to the UK market is EQUILIBRA, whose reputation as Italy's best selling brand is based on providing affordable skin care products using top quality ingredients. In addition, EQUILIBRA skin care products are designed to be multi-tasking so one EQUILIBRA product will normally replace two or three other branded skincare products making EQUILIBRA an even more cost effective alternative.

The two new face creams in the range are based on Aloe Vera, cold pressed by hand which retains all the optimum ingredients beneficial to the skin. Other key ingredients include Vitamins A, C, E, to provide the skin with anti-oxidants and natural sun screen protection.

ALOE FACE CREAM is a versatile, fragrance free, moisturiser that can be used both as a night and a day cream. It also doubles up as an effective treatment for both the neck and the decollete making it a very cost effective part of the daily skin care regime. Contains 40% of pure Aloe which nourishes, soothes and protects the skin and with Iters to protect against UVB damage. A 75 ml tube retails at £5.49.

ALOE FACE CREAM ANTI-AGING is a complete repair and prevention treatment designed to counteract signs of aging. The soft silky textured cream is a rich formulation of active ingredients which gives maximum hydration to older skins. The formulation also includes a spectrum of powerful anti-oxidants such as Vitamins A,C,E, the silk derived protein Sericin which aids skin cell regeneration, hemp oil combined with a high concentration (50%) of pure Aloe. Ingredients designed to filter out both UVA and UVB rays are also included for added protection. A 50 ml tube costs £8.99.

Both Equibra Aloe Face Cream and Aloe Face Cream Anti-aging are available from independent pharmacists nationally(phone: 0115 8419795 for stockists) and on line from [www. chemistdirect.com](http://www.chemistdirect.com)

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For further information, images and product samples please contact:

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