

Clinique launches Youth Surge SPF 15 Age Decelerating Moisturiser

Submitted by: pr-sending-enterprises

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For the past decade, Clinique scientists have worked with leading institutions from around the world to develop a revolutionary way to help slow down the visible signs of ageing while simultaneously promoting skin's natural ability for cellular repair.

Armed with this cutting edge research and ground-breaking knowledge of Sirtuins, naturally occurring agents found in the skin which can lead to a youthful appearance, Clinique has been able to create a comprehensive anti-ageing skin care (http://www.clinique.co.uk/skin_care/index.tmpl) product for the woman looking to slow down the hands of time.

Clinique (<http://www.clinique.co.uk/>) introduces the new patent-pending Youth Surge SPF 15 Age Decelerating Moisturiser

(http://www.clinique.co.uk/templates/products/sp_nonshaded.tmpl?CATEGORY_ID=CAT1039&PRODUCT_ID=PROD93672).

Inspired by Sirtuin activation technology and anti-glycation science and including UVA/UVB SPF 15 sun protection, the new Youth Surge SPF 15 Age Decelerating Moisturiser is a comprehensive anti ageing skin care (http://www.clinique.co.uk/templates/products/multiproduct.tmpl?CATEGORY_ID=CAT1039) product that helps to enable skin to prevent and repair the visible signs of ageing simultaneously. Sirtuins are vital to helping extend the function and life of cells. So vital, in fact, that they are known as "longevity genes".

Inspired by this Sirtuin technology, new Youth Surge SPF 15 Age Decelerating Moisturiser (http://www.clinique.co.uk/templates/products/multiproduct.tmpl?CATEGORY_ID=CAT1038) features a complex which is proprietary to Clinique to help visibly restore a youthful look to ageing skin. Using Isonicotinamide, skin's natural defense capabilities are heightened. The new Youth Surge SPF 15 Age Decelerating Moisturiser also helps skin to boost its natural collagen production, maintain existing collagen, and correct the look of lines and wrinkles more effectively, delivering visible results faster.

Sugars found in ageing skin bind to proteins and form Advanced Glycation End-products (AGEs). The formation of AGEs contributes to the ageing process by exacerbating the accumulation of damage to the skin. New Youth Surge SPF 15 Age Decelerating Moisturiser contains anti-glycation technology. This deceptive "double agent" technology works to help skin protect fragile and healthy natural collagen and elastin so the skin's look of resilience and suppleness is maintained.

One of the biggest contributors to visible ageing is the sun. New Youth Surge SPF 15 Age Decelerating Moisturiser contains photo-stable UV protection which helps skin resist premature ageing by helping to guard against the UVA "ageing" rays which cause future lines and wrinkles.

While no one can reverse ageing, new Youth Surge SPF 15 Age Decelerating Moisturiser can certainly slow its appearance down. With use, skin's visible texture looks improved and noticeably firmer over time. Skin looks younger longer, by visibly correcting the appearance of past damage and delaying future signs of ageing.

The new Youth Surge SPF 15 Age Decelerating Moisturiser is available in three skin-typed formulas.

Very Dry to Dry Skin Types - a luxuriously, velvety cream that delivers intense moisture while providing comfort and cushion.

Dry Combination Skin Types - an ultra soft, emollient cream with a whipped texture to moisturise and protect skin, leaving it soft and supple.

Combination Oily to Oily Skin Types - an exceptionally lightweight cream delivering moisture where it is needed most, leaving skin soft, smooth and feeling fresh. Oil-free.

Youth Surge SPF 15 Age Decelerating Moisturiser is available at Clinique counters nationwide from 1 March 2009

About Clinique

Introduced in 1968, Clinique was the first ever dermatologist-created, prestige cosmetic brand. Today, Clinique's mission remains what it was from the beginning: to provide the highest quality and most effective collection of products to enhance every skin type and tone. The brand's customised approach and quality products - all meticulously tested and carefully formulated with the latest science - have made Clinique one of the leading skin care authorities in the world. All makeup and skin care products are allergy-tested and 100% fragrance free. Clinique offers products for men and women of all ages and ethnicities. Clinique is sold in more than 130 countries and territories, and over 16,000 sales locations.

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