

# Molton Brown launches new body gel and body spray

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Molton Brown has announced the launch of two new products to its bath, body and fragrance collection. The two products, Vitalising vitamin AB+C body hydrating gel and Vitalising vitamin AB+C eau fraîche are a welcome addition to the brands original AB+C bath foam and shower gel.

Vitalising vitamin AB+C is a highly successful bath and shower product for Molton Brown. To further capitalise on its much loved fragrance and engage the existing dedicated AB+C ambassadors, Molton Brown has chosen to complete the product family, which is anticipated to become a unisex favourite.

Molton Brown has chosen to add two new energising products to the much loved vitalising vitamin AB+C bath and shower gel

(<http://www.moltonbrown.co.uk/store/browse/subcategory.jsp?categoryId=cat0021&categoryNavIds=cat0004%3Acat0021&ad>) just in time for summer; a light body hydrating gel and a refreshing body fragrance.

The addition of the Vitalising vitamin AB+C body hydrating gel is rich in vitamin C, known to help combat the skin-damaging effects of airborne pollutants. It contains anti-oxidant vitamin A, B and C, sunflower seed oil, orange extract and flower water, and is an alternative to body lotion

(<http://www.moltonbrown.co.uk/store/browse/subcategory.jsp?categoryId=cat0025&navAction=pop&navCount=0>) as it helps to instantly lock in moisture, providing long-lasting hydration to the skin. With its non-greasy texture, the gel absorbs into the skin without leaving a creamy feeling behind. White jojoba beads explode on contact to help lock in moisture.

The cooling hydrating gel format provides a key point of difference amongst Molton Brown's traditional lotions and creams and is more accessible to male customers. Most excitingly, the product has also been clinically prove to provide instant and long lasting moisturisation.

The Vitalising vitamin AB+C eau fraîche body spray

(<http://www.moltonbrown.co.uk/store/browse/subcategory.jsp?categoryId=cat0026&categoryNavIds=cat0004%3Acat0026&ad>) is a spritz of zesty Mediterranean citrus and green fruits fusion.

The AB+C eau fraîche fragrance perfectly captures the light, refreshing nature of the product family and is anticipated to be well received, following feedback from introduction of Molton Brown's heavenly gingerlily eau fraîche.

About Molton Brown:

The Molton Brown (<http://www.moltonbrown.co.uk/>) story began in 1973 when it opened its first emporium on South Molton Street in London's Mayfair. A groundbreaking hair salon, it was renowned for its totally natural, no-chemical philosophy and ethical haircare line. Early products were hand mixed in the salon from herbs and plant extracts; and were sold in hand-filled glass bottles.

Since its conception, the philosophy remains unchanged. Molton Brown products are still inspired and created through unexpected combinations of natural elements and its creativity, to constantly surprise and delight. From black peppercorns to kaffir lime leaves to Zambian malachite, each exciting new product

fuses natural science with exotic flowers, plants and marine extracts sourced from around the globe.

The original ideology and sentiment behind Molton Brown's modest beginnings remains fundamental to the brand offering. Today Molton Brown is available in more than 70 countries worldwide in their own emporium, spas and online and in the world's leading luxury hotels and airlines.

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