

INTRODUCING E45 ENDLESS MOISTURE DERMA RESTORE

Submitted by: Spink Ltd

Tuesday, 21 June 2011

E45 (<http://www.e45.com/>) has launched an exciting new beauty treatment (<http://www.e45.com/>) for mature skin (<http://www.e45.com/>) – E45 Endless Moisture Derma Restore (<http://www.e45.com/>) – ploughing over 50 years of skin expertise to create a combination of advanced anti ageing ingredients specially designed to enhance skin's natural beauty.

E45 Endless Moisture Derma Restore (<http://www.e45.com/>) has been specially formulated to nourish mature skin, so that in just 3 weeks, skin feels softer and more supple, with a noticeable, healthy glow.

CHANGES TO AGEING SKIN

Over the age of 45, the following three skin changes become apparent:

- Loss of elasticity and suppleness – caused by the depletion of collagen and elastin stores, brought on by exposure to damaging UV and the natural actions of ageing
- The skin becomes more dehydrated – and the outer surface, the Stratum Corneum, begins to feel rough to the touch, as the skin's natural shedding cycle becomes increasingly disrupted with age
- Skin loses its natural, healthy glow – as cell turnover slows, dead cells build-up on the surface, making skin appear dull

RETURNING SKIN'S YOUTHFUL GLOW

Each bottle of E45 Endless Moisture Derma Restore contains specially selected ingredients to unlock beautiful skin, including the natural moisture-magnet, glycerine, and skin's best friend, Poly Hydroxy Acid (PHA) which delivers all the skin-smoothing and anti-ageing benefits of AHAs, without any of the irritation.

To ensure skin has that just-moisturised look and feel from the first application, E45 Endless Moisture Derma Restore also contains Nicotinamide – a form of vitamin B3, which has been proven to boost collagen production, while also imparting a wonderful, soothing sensation to the skin.

RECOMMENDED BY SKIN EXPERT – DR TRACY MOUNTFORD

Dr Tracy Mountford, skin expert with over twenty years experience says; "as bodies age, it's important to take extra care with the products we apply to increasingly delicate skin, as it tends to become more fragile and increasingly drier as we get older. I'm excited about E45's Endless Moisture Derma Restore, as it contains premium ingredients - without the hefty price tag – ensuring 24-hour just-moisturised skin with an enhanced natural glow."

EXTRAORDINARY RESULTS AT AFFORDABLE PRICES

In a clinical study :

- 100% of users experienced long-lasting hydrating
- 80% of consumers agreed that Endless Moisture Derma Restore left their skin 'velvety soft, smooth and supple'
- 77% of consumers experienced softer skin in just 3 weeks
- 75% of consumers experienced skin that was more supple to the touch in just 3 weeks

STOCKIST DETAILS

E45 Endless Moisture Derma Restore (<http://www.e45.com/>) is available from supermarkets and Boots stores nationwide, £4.59 for 200ml.

www.e45.com

For more information, images, to request a sample or an interview with our mature skin expert Dr Tracy Mountford , please contact: Haidee O'Donnell or Olivia Pasmore
Spink

Tel: 01444 811099

E: Haidee@spinkhealth.com or olivia@spinkhealth.com