

Immediate Press Release

The Truth Is Out!

With Averine's New Two Way Compact Foundation

Singapore, 01 August 2006 – Face it, we all love the glowing, flawless complexion of beauties we see in commercials and on pages of fashion magazines. Which is why the companies that dominate this \$6 billion-a-year industry spend a bundle in marketing, and got us all hooked.

The truth is, many mass-market makeup products are over-hyped, and irritant-packed products are priced based on how they are marketed, rather than on the cost of their contents. To achieve truly healthy flawless skin, consumers should avoid many of the ingredients commonly found in commercial makeup products.

In line with its skin nurturing philosophy, Averine Paris Skincare Cosmetics is consistently researching for the most advanced formulation that best nurture the skin. Most loved for its foundation range, Averine has added another flagship product to its outstanding range - **Averine Two Way Compact Foundation SPF 15**.

Averine Two Way Compact Foundation, a powder foundation for wet and dry application comes with Sun Protection Factor 15, which has been evaluated and proven for its protective effectiveness against damage caused by UV radiations as it contains a sunscreen agent called Ethylhexyl Methoxycinnamate that helps to reduce skin damage by blocking UVA and UVB radiation.

The new **Two Way Compact Foundation** infused with a rich pool of activities and botanical extracts in promoting and achieving healthy skin. Dimethicone and

Octyldodecyl Lactate act as skin emollients to provide a smooth and velvety feel to the skin whilst Tocopheryl Acetate (Vitamin E) act as antioxidant to protect skin from the damaging effect of free radicals reinforcing Averine Paris foundations as the next level in skincare management.

Averine Two-Way Compact Foundation is gentle, even on sensitive acne-prone skin. It is available in Ivory, Natural and Sand colours to suit different skin tones. It is 100% fragrance free, contains no mineral oil and no artificial fragrance nor artificial colouring.

Retailing at **S\$89**, Two Way Compact Foundation SPF 15 will be available at all authorized Skincare Centres and Leonard Drake Skincare and Health Spa Centres.

For more details on Averine Paris Skincare Cosmetics product range, please visit our website at www.averine.com.sg.

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Background

Averine

Averine spells therapeutic cosmetics – delicates to promoting optimum skin health. It is a revolutionary cosmetic brand that consciously addresses both aspects of makeup and skincare as a whole, for people seeking makeup solutions in achieving healthy skin. Averine eliminates the use of controversial synthetic ingredients, which may be harmful to the skin wherever possible. Free from mineral oil, cocoa butter, lanolins and derivatives, Averine is formulated with natural skin nurturing components such as botanical extracts, vitamins and minerals, and contains non-synthetic ingredients. Averine not only nurtures the skin, but treats dermatological tumults. Long-term usage of Averine improves skin condition.

100% Nourishing. 100% Pampering. 100% Skin Loving.