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## **IT'S ALL ABOUT EYES!**

**Averine Introduces New Eye Treatment Makeup**

**Singapore, 15 March 2006** – The eyes are the key elements to an expressive makeup; and no cosmetics company understands more than Averine Skincare Cosmetics does, about the importance for skin colour products to contain treatment qualities ingredients that will treat, pamper, nurture and protect your skin with colour, especially for the delicate eye area.

It's all about eyes for Averine this season, as the brand proudly unveils its new range of eye treatment makeup to enhance while caring and protecting the delicate eye area:

- **Everyday Colour Palette and Natural Colour Palette**
- **Perfect Mascara in Blue**
- **Natural Define Eyeliner**

This newly released eye treatment makeup range helps prevent premature aging, revitalize and restore the skin around the eye area, extending the treatment benefits of its ingredients to promote skin wellness.

### **Averine's Everyday Colour Palette & Natural Colour Palette**

These new colour palettes are enriched with botanical extracts which help prevent premature wrinkles and the development of milia while nourishing and caring for the delicate eye area.

The ultra fine powders yield from micronized polymers provides lightweight and smooth texture while ensuring long wearing application. It also contains micronized pigments to ensure good adherence and colour pureness, and natural starch with good absorbing properties that gives a smooth velvety touch.

## Benefits

- **Botanical extracts** that are gentle, non-drying and conditions the delicate eye area.
- **Antioxidants** protect skin from damaging effects of free radicals.
- **Zeolite**, negatively charged minerals on earth, has the ability to naturally attract and absorb positively charged pollutants, whether it's from air or our skin.
- **Gingko biloba leaf extract**, a powerful antioxidant with anti-aging properties helps to strengthen skin defense and improve circulation.
- **Rose canina fruit extract** conditions the skin.

Each Averine Colour Palette, an elegant, slim line-designed set with mirror, contains five different shades:

- **Everyday Colour Palette** – Ocean Blue, Pink, Purple, Green and Blue.
- **Natural Colour Palette** – Vanilla Shine, Safari Gold, Golden Brown, Perfect Clay and Moonshine.

Recommended retail price for Averine's Everyday Colour Palette and Natural Colour Palette is **S\$59.00**.

## Averine's Perfect Mascara in Blue

Averine's Perfect Mascara now comes in a new colour, Blue, for all your fun party days! Perfect Mascara is the result of a perfect balance of lengthening and curling, as well as naturally derived waxes to provide volume to your lashes.

## Benefits

- **D-Phantenol** (Vitamin B) provides hydration and restoration to lashes.
- **Melissa Officinalis Leaf Extract** (balm mint), an anti-inflammatory, has calming, healing and soothing effects.
- **Tocopherol** (Vitamin E) has antioxidant and moisturizing properties and prevents damage from UV radiation.
- **Sugar Polymers** exist in abundance, which help lengthen lashes as well as achieving more natural curls.

Averine's Perfect Mascara is ophthalmologist tested and is highly recommended for dry, sensitive eyes and contact lenses wearers.

Recommended retail price for Averine's Perfect Mascara in Blue is **S\$35.00**.

### **Averine's Natural Define Eye Liner**

Averine's Natural Define Eye Liner is a new automatic, total-control pen liner that delivers precise contouring and a flawlessly clean line. Eye contours are refined and full colour is released through the ultra precise application.

Natural Define Eye Liner is uniquely formulated with a natural waxy texture that glides on easily and smoothly upon application, and allows for smooth, creamy application at the delicate eye area.

In addition, the eyeliner contains an elevated percentage of volatile silicones that ensures a long lasting effect while maintaining the same perfect definition obtained at the very moment of application.

Natural Define Eyeliner has a built-in sharpener that makes it more convenient and easier to use.

### **Benefits**

- **Cyclomethicone** (unmodified silicones) stays on the skin surface, repels water, thus allowing long-wearing colour. It has good spreading characteristics, and acts as an emollient to the skin.
- **Diisostearyl Malate**, a light, non-greasy emollient helps soften and lubricate the skin.
- **Tocopherol** (Vitamin E) has antioxidant and moisturizing properties, and prevents skin damages from UV radiation.
- **Ascorbyl Palmitate** (Vitamin C) has antioxidant and moisturizing properties.

Natural Define Eyeliner is ophthalmologist tested and is suitable for even the most sensitive eyes.

Natural Define Eye Liner is available in Black and Dark Brown colours. Recommended retail price for Averine's Natural Define Eye Liner is **S\$26.00**.