

FOR IMMEDIATE RELEASE

Averine Introduces New Rose Lipstick Collection & Pen Eyeliner

Averine, the skincare cosmetics brand, today introduced two latest products to its range of cosmetics – The Averine Rose Collection, a collection of lipsticks, as well as a new Pen Eyeliner.

Conceptualized to treat, nurture and protect the skin, whilst enhancing features from within, Averine Skincare Cosmetics are made using the finest ingredients and latest breakthrough in technology, and serve as an extension to your daily skincare regime.

Averine is dedicated to promoting optimal skin health and committed to not using controversial ingredients. Free from mineral oil, cocoa butter, fragrances, lanolins and derivatives, Averine is formulated with natural skin nurturing ingredients such as botanical extracts, vitamins and minerals and contains non-synthetic ingredients. Non-comedogenic and hypoallergenic, Averine is suitable for all skin types including sensitive skin. Long term usage of Averine will treat dermatologica tumults and improves skin condition.

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

Averine Rose Collection

The Averine Rose Collection comprises 4 lovely colors: Graceful Rose, Splendid Rose, Proud Rose and Evening Rose. Inspired by the rose flower, ancient symbols of love and beauty, the Averine Rose Collection of lipsticks features filming polymers for brilliant shine and long-lasting wear.

These ultra rich bodied cream lipsticks plump up lips with a luminous and sparkling glow, making lips simply irresistible. True to its skin caring philosophy, the Averine Rose Collection lipsticks are formulated without D&C pigment, an artificial colorant which can be harmful to the skin when used repeatedly. As a replacement, natural colors derived from plants are used instead.

The Averine Rose Collection lipsticks make lips appear full and smooth with their protecting formulation, which is in line with Averine's skin caring philosophy of promoting optimum skin health. Nourishing ingredients such as Rice Bran Oil provide added moisture while Vitamin C conditions and nourishes lips to keep them supple. In addition, Vitamin E helps prevent signs of premature aging.

The Averine Rose Collection lipsticks feature a creamy-smooth, non-sticky texture and a leveled tip for excellent control and precise application.

Averine Pen Eyeliner

Averine's new liquid Pen Eyeliner in Black delivers defined contouring and adds emphasis to the eyes instantly. Its quick drying, long-lasting and easy removal properties makes it a must-have for every lady.

Skin around the eyes is extremely delicate and is highly prone to being stretched. While removing conventional eyeliners, repeated wiping motion around the eyes with make-up remover sensitizes the fragile skin and leads to fine lines around the eyes, which can be aggravated into premature wrinkles. With an easy-removal formula, the user reduces the strain around the eyes when removing Averine's Pen Eyeliner, thus effectively decreasing the occurrence of premature wrinkles.

In line with Averine's philosophy of combining skincare with cosmetics, Averine's Pen Eyeliner is created with the consumer's skin in mind. The latest liquid Pen Eyeliner is gentle enough to be used on all skin types. The Pen Eyeliner is made with ingredients which promote skin health, is non-comedogenic (do not clog pores) and suitable for sensitive skin.

Averine's Pen Eyeliner comes with a custom fine tip applicator, to ensure perfect application every time. By varying pressure exerted on the tip of the pen, the thickness of the eye line can be changed, creating different custom looks for everyone. Its smudge-proof formula also enables quick drying and long-lasting effects, ensuring users a whole day of refined eye contour without sacrificing on protection of the skin around the eyes.

Application tip for Pen Eyeliner

Look down into a mirror, position the tip of pen on the upper eyelids and gently glide along the eyelids to create line. Start from the inner corner and work outwards.

Availability and Pricing

The Averine Rose Collection lipsticks and the Averine Pen Liner are available at appointed skin care centers and at all Leonard Drake Skincare & Health Spa Centres. The recommended retail prices are as follows:

<u>Items:</u>	<u>Prices:</u>
Averine Rose collection: (Graceful Rose, Splendid Rose, Proud Rose and Evening Rose)	S\$36.00 each
Averine Pen Eyeliner (available in black colour only)	S\$33.00

For an appointed Averine center near you, please call 6271 4733 or visit www.averine.com.sg.