



MEDIA RELEASE
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Discover real beauty inside and out with Swisse Wellness

This October, Swisse unveils its new Discover real beauty inside and out campaign featuring brand ambassador Ashley Hart. Filmed in the coastal town of Byron Bay and Queensland hinterland, Swisse showcases its commitment to delivering premium quality formulas, designed to support skin health and natural beauty, in harmony.

The new campaign highlights that when it comes to real beauty it's just as important to look after yourself from the inside, as it is from the outside. Ash is featured enjoying a weekend escape in beautiful natural surrounds, where she is there to rejuvenate inside and out, bushwalking, practicing yoga and enjoying a restorative swim at the foot of a waterfall. Ash gives us her philosophy on real beauty, and the integral role Swisse's supplements and skincare play in her life.

"Your overall health and wellness has an effect on the way you look and feel, and that's why it's important you're healthy on the inside, as it always shines through. It's exciting to be partnered with a brand that provides me with a beauty regime to address what I'm looking for - beauty supplements and natural Skincare which can be used in harmony," says Hart.

New beauty supplements joining the Swisse Body and Beauty range include Swisse Ultiboost Radiant Skin, Swisse Ultiboost Age Protect, Swisse Ultiboost Hair Nutrition for Women and Swisse Ultiboost Hair Nutrition for Men.



The Swisse Natural Skincare range also welcomes a new nutrient rich intensive hydration range and brightening serum. The new products form tailored skin health regimes targeting the appearance of normal, dry, blemish prone, sensitive and aging skin.

Josh Wittner, Marketing General Manager, said that Swisse was very excited to launch its first ever beauty campaign where the brand showcases Swisse beauty supplements and Swisse skincare.

"Launching eight new innovative products to the vitamin and skincare market is really exciting for the brand. The campaign encompasses products designed to support skin health and natural beauty in harmony. At Swisse, we are committed to constantly developing products, with a focus on sourcing ingredients that have helped us discover real beauty inside and out," says Wittner.

"The Swisse lifestyle goes beyond our product offering, such as establishing a focus on positive thinking, nutrition and exercise - a mindset embodied by ambassador Ashley Hart. We are excited to see Ash front the new campaign and bring to life these values."

Produced by Swisse's creative agency Noisy Beast, the new campaign will launch on October 1st 2017 and run during key TV programming. Following this, the new products will be available in Chemist Warehouse, Priceline Pharmacy, all leading pharmacies and Swisse.com from late October 2017.

For more information contact Swisse Wellness:

Abbey Thomas
PR Manager
Phone: 0408 515 164
Email: abbey.thomas@hh.global