

Swisse Skincare extends range with two new premium formulas

Media Release

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SEPTEMBER 2018: Swisse Wellness has introduced two new innovative products to its popular skincare face range. Utilising some of nature's most nourishing ingredients, **Swisse Rosewater Balancing Face Mist Toner** and **Swisse Blood Orange Brightening Daily Moisturiser** are designed to support the appearance of healthy skin and natural beauty.

Swisse Wellness Global Marketing Director, Severine Brichard, said the expansion of the brand's skincare offering supports its commitment to deliver premium quality formulas based on scientific evidence to complement a holistic approach to beauty inside and out.

"We are proud to launch two new products to the natural skincare market and continue our legacy with heritage Swisse ingredient Blood Orange, as well as a new formulation utilising the properties of Rosewater," Brichard said.

"We are continuing to see consumers seeking products that are high in antioxidants to help prevent the impact of environmental damage on the skin. The natural skincare market has grown by 16.2% in the last year, with Swisse natural skincare growing at 21.3%¹. Consumers are increasingly opting for products that are free from any added toxic ingredients, so we are really proud to provide consumers with these new skincare products formulated with 97.5% naturally derived ingredients.

"We are dedicated to using natural ingredients and committed to growing our product range within this category to support consumers on their health and wellness journeys."

The latest product innovations join the existing Swisse skincare range to complement tailored skin health regimes targeting the appearance of normal, dry, sensitive and aging skin.

Swisse Rosewater Balancing Face Mist Toner is a balancing and refreshing facial mist to leave skin feeling soft, soothed and hydrated. With Rosewater extracted from the petals of roses to calm and balance the skins' pH levels, this toner product also contains aloe vera, vitamins C and E as well as organic rose hip oil full of vitamins, antioxidants and essential fatty acids to help balance skin texture and tone.

This blend of ingredients is suitable for all skin types to hydrate and soften dry and dull skin, soothe irritated skin and help protect skin from free radical damage. Swisse Rosewater Balancing Face Mist Toner joins a regime of existing Swisse skincare essentials, including; Swisse Rose Hip Oil, Swisse Rose Hip Facial Moisturiser and Swisse Rose Hip Hand Cream.

Swisse Blood Orange Brightening Daily Moisturiser is a lightweight moisturiser combining botanical antioxidants as well as papaya. Papaya has an enzyme called 'papain' which is a natural exfoliant that assists with skin rejuvenation and renewal for more radiant looking skin. It also features liquorice known as a natural skin brightener to balance the appearance of hyperpigmentation, niacinamide to assist in the reduction of uneven pigmentation and avocado oil rich in essential fatty acids for moisture and hydration.

The heritage Swisse ingredient of Blood Orange extract is sourced from the volcanic surrounds of Mt Etna in Sicily, Italy. Blood oranges from this region are high in anthocyanins and vitamin C with key

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nutritional ingredients important for protecting the skin from environmental factors which may lead to oxidative stress.

Suitable for all skin types to improve skin tone, fine lines and dullness as well as brighten and smooth complexion, the new Swisse Blood Orange Brightening Daily Moisturiser joins existing Swisse skincare featuring the product's key ingredient, including Swisse Blood Orange Brightening Facial Serum.

The new skincare products contain naturally derived ingredients, are not tested on animals, are RSPO certified (only using sustainable sources of palm oil) and free from any added harmful ingredients including parabens, SLS, SLES, synthetic fragrances or colours, petrolatum, silicones, mineral oils, PEGS, TEA, DEA, urea, peroxide and animal products.

The new products will be available in Chemist Warehouse, Priceline Pharmacy, all leading pharmacies and swisse.com from October 2018.

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