



Media Coverage Europe

Client Med Beauty Swiss AG
Brand cell premium

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file



BALANCING ACT.....

Proposing a true aroma tip for body and soul, Aveda's Ayurveda based Balancing Body Mist series introduces aromatic body sprays for each of the seven Chakras. The goal is to bring general balance and wellbeing through the appropriate use of each different balancing blend. So-called Chakra journey cards help the user to find the right aroma for each sensory journey. www.aveda.com

FOOD FOR THOUGHT.....



Always at the forefront of capillary technology, Kerastase introduces Densifique, a new way to treat your hair from within. The first product of the Nutrients Line contains zinc, green tea and grape seed extracts, promising to dramatically change your hair's overall condition in only three months. Remember, you are what you eat! www.kerastase.com

EAT YOURSELF PRETTY.....

The thought of taking time out for a healthy breakfast rarely breaks the stride of the jet-setting business traveler. Recognizing that guests are interested in maintaining a healthy lifestyle while traveling, Park Hyatt has teamed up with renowned Brazilian nutritional Patricia Teixeira to launch its Healthy Living menu. Including a selection of smoothies and juices, Teixeira's organic concoctions target specific ailments that frequently plague the weary traveler, from immune system deficiencies all the way to jet lag. On the heels of successful pilot programs launched at the chain's properties in Dubai, Paris and Moscow, these healthy on-the-go creations will be available in a further 21 Park Hyatt hotels around the world from April 2009. www.hyatt.com

.....LIGHT YEARS AHEAD

In the late '90s, JUVENA was the first brand to integrate a sun-screen into a day cream. In 1999, the company pioneered products that contained Vitamin E. In 1996, with ReLaxin, it was the first to incorporate Q10 into a its line, laying the foundation for the world-wide success of this wrinkle-reducing and skin-firming ingredient. A few years ago, JUVENA achieved another very important milestone: Skin Nova Technology, combining cosmetics and medical expertise in the field of skin regeneration. With its latest achievement, SkinNova SC Technology, the company is once again ahead of the times. Juvena's unisex MasterCream is a true grooming revolution. The future is now!



Beauty File | Grooming



COLOUR ME BEAUTIFUL.....

The idea behind Bobbi Brown's Brights is a very simple one: it works as a library of beautiful bolts of colour that a woman can pick up anytime she wants to add a little fun to her look. Playful and joyful and just in time for spring, the palette contains everything from pinks and greens to blues and purples, ideal for spontaneous splashes of colour. www.bobbibrown.com

SKIN RENEWAL.....

With the introduction of Cell Premium, the Swiss cosmetic company Med Beauty introduces its first products of a highly indulgent and luxurious line based on a groundbreaking development of naturally extracted plant stem cells that contribute to the renewal of human skin. Cell Premium is truly leading the way in anti-aging skincare and the results are almost too good to be true! www.cellpremium.com



A WOMAN'S SENSE...



Expressing the fusion of freshness and sensuality, Versace's Versense suggests a promise to the senses, evoking freedom, energy and revitalization. Wild and intoxicating, the aroma of bergamot and green mandarin gives a spontaneous note to the fragrance. As Donatella Versace puts it: "Versense is an authentic expression of Mediterranean elements with the glamorous sensuality of the Versace woman." www.versace.com

LA PLAGE.....

Situated on Isola Bella, a small island near Taormina in Sicily also known as "The Pearl of the Ionian Sea," the La Plage Resort was designed to co-exist with its natural surroundings. The resort features the Ragosta Hotels Collection's signature spa line, Expose Spa, which combines indigenous essences and plant extracts in its luxurious pampering therapies and treatments. More importantly, the resort will be known for the various Al Fresco public areas: lush, air fragrant gardens and terraces, gathering spaces for guests to relax and unwind. www.ragosta-hotels.com



.....WRINKLE RELAXER

Formulated to attack lines and wrinkles, Cell Culture Age Care relaxes treated areas almost immediately, reducing the signs of aging in the long term and preventing the appearance of further unwanted scowles. For double the action, SBT has developed Face Redefiner, a powerful formula providing skin with nutrients and optimizing the overall quality of the tissue. www.sbt.ch

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