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derma-Rx®

DISCOVER UNPARALLELED SKIN RENEWAL with Derma-Rx® Advanced Skin Renewal Serum

FOR IMMEDIATE RELEASE

Singapore, 17 June 2016 – Cell renewal is vital for skin vibrancy which is a prominent sign of youth. As we age, cell turnover slows down and the result is older-looking skin caused by inflammation or environmental stress. Pores become enlarged and more visible, skin tone becomes uneven and age spots start to appear, leaving our skin dull and less radiant. To better manage the problems ageing brings about, Derma-Rx® understands that skin needs a serum that packs a powerful punch to address ageing and premature ageing skin concerns.

Formulated with an innovative blend of potent ingredients, Derma-Rx Advanced Skin Renewal Serum works to refine skin texture, enhance radiance, shrink pores and restore overall skin health for a luminous smooth and glowing complexion.

Accelerate skin renewal and improves visible signs of ageing

Bakuchiol is an antioxidant found in the seeds and leaves of the plant *Psoralea Corylifolia* (Babchi) in the India region. This all-natural extract delivers restorative and anti-ageing benefits by accelerating skin cell turnover and repair to visibly improve the appearance of fine lines and wrinkles, skin texture and hyperpigmentation while enhancing collagen production and elasticity without the harsh, drying and sensitive side effects of vitamin A. Another upside to it – it has a long-standing anti-inflammatory effect which helps to keep breakouts to a minimum.

Smooth and refines skin texture

A concentrated blend of fruit extracts derived from bilberry, sugar cane, sugar maple, orange and lemon. Rich in natural source of Alpha Hydroxy Acids (AHAs), this multi-fruit complex stimulates skin's natural exfoliation process to revive dull and tired skin for a smooth, glowing complexion.

Restores skin radiance

Willow bark extract contains salicylic acid, a Beta Hydroxy Acid (BHA) that is a natural exfoliant to help shed dead cells and clear pores. It helps to balance skin's production of sebum to tighten and shrink the appearance of pores, making them appear smaller. When cell turnover is increased, fresh plump cells are brought to the skin's surface boosting skin's ability to reflect light and increase translucency to reveal a rejuvenated and radiant complexion.

Directions of use

Apply a thin layer evenly over entire face morning and night daily or as directed by Derma-Rx skincare professional.

Advanced Renewal Skin Serum retails at \$115 for 30ml (inclusive of GST) at The DRx Clinic, The DRx Medispa and other affiliated clinics.





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About Derma-Rx®

Derma-Rx® is a line of skincare products sold at medical clinics by trained and qualified physicians since 1999. Formulated to be safe and therapeutic, Derma-Rx® products are made from premium grade ingredients at a high concentration level.

Designed to correct skin conditions from hyperpigmentation, acne, pores, scars, fine lines and wrinkling to other ageing symptoms, Derma-Rx® products are designed to complement one another to achieve optimum results. For more information, please visit www.ceutika.com.

About The DRx Group

The DRx Group consists of The DRx Clinic, The DRx Medispa, DRx Trichology Centre, and Derma-Rx® range of skincare and haircare products. The DRx Clinic is an ISO:9001 certified aesthetic clinic in Singapore, and occupies 10,000 sq feet of premium space at Tong Building within the Orchard shopping belt. The DRx Group has also expanded to Malaysia from 2005. Having served more than 60,000 customers and counting, The DRx Group hopes to continue to form long-lasting, trusted relationships with customers, and celebrate more years of great skin and hair. For more information, please visit www.drx-group.com.

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