

PRESS RELEASE

DERMA-Rx® LAUNCHES NEW BIO-CELLULOSE FACIAL MASK

The 17-year-old home-grown premier beauty brand redefines the facial mask experience with Derma-Rx® Hydrating & Regenerating Bio-Cellulose Mask.

FOR IMMEDIATE RELEASE

Singapore, 23rd May 2016 - Facial masks have, for a long time, been the skin-care staple among Asians. Although there are many different types of sheet masks available in the market, bio-cellulose facial masks remain as the easiest masks to use and the most effective in providing the ultimate mask experience. Keeping this in mind, Derma-Rx® will be launching the all-new Hydrating & Regenerating Bio-Cellulose Mask this summer. This new addition to the Derma-Rx® skincare range is specially designed using bio-cellulose material to help users attain bright and hydrated skin.



More effective delivery

Thanks to the skin-loving bio-cellulose material, Derma-Rx® Hydrating & Regenerating Bio-Cellulose Mask adheres perfectly to hug every contour of the face for maximum coverage. This superior patching ability keeps the serum as close as they can to the epidermis to enhance absorption for a more effective delivery of nutrients in a concentrated way.

Greater usage convenience

Derma-Rx® Hydrating & Regenerating Bio-Cellulose Mask is made of a hydrophilic material that allows greater serum-holding capacity than any regular paper mask. This means more serum can be retained and applied to the skin without any mess. This unique material also enables the mask to stay put on the face, permitting freedom of movement when worn.

Powerful Blend of Ingredients

The serum found in Derma-Rx® Hydrating & Regenerating Bio-Cellulose Mask contains a powerful blend of ingredients for multiple benefits. Ingredients include age-defying Bioactive Peptides to help combat ageing signs, Sodium Hyaluronate for intense hydration and Tomato Stem Cell Extracts to protect skin from urban pollution. After application, skin feels intensely hydrated and dullness are visibly eradicated for an overall glowing complexion.

RSP: \$80 for a box of 5 sheets

Stockist: The DRx Clinic, The DRx Medispa, www.ceutika.com 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.

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.

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