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derma-Rx®

DERMA-Rx® LAUNCHES NEW INTENSIVE LIFTING SERUM

Keep wrinkles and saggy skin at bay with this advanced tri-action serum

FOR IMMEDIATE RELEASE

Premier local skincare line, Derma-Rx® has developed a new intensive lifting serum that can take years off a person's appearance with its advanced tri-action formula.



Singapore, 1 July 2016 - Formulated with proprietary age-defying peptides and advanced ingredients powered by targeted smart release delivery system, the newly launched Derma-Rx® Intensive Lifting Serum effectively lifts and tones sagging skin, mimicking the effects of Botox injections or face lifts to restore skin's youthful vitality for a lifted and more defined facial contours.

Key Ingredients of Intensive Lifting Serum Works in Three Ways:

Neuropeptides – Improvement in the appearance of fine lines and wrinkles

A proprietary blend of wrinkle relaxing neuropeptides* which effectively relaxes lines of expressions to visibly reduce the appearance of wrinkles caused by muscle contraction. Neuropeptides are strings of amino acids found naturally in the body. It helps to improve skin's overall appearance and slow down the signs of ageing by increasing collagen and elastin production, all of which are essential components of achieving youthful skin. In addition, the neuropeptides are nano-encapsulated in a dual-layer capsule delivery system to allow for a more targeted and effective release of the ingredients throughout the day.

* *Palmitoyl Hexapeptide-52 and Palmitoyl Heptapeptide-18*

Siloxanetriol Alginate Caffeine – Reduce facial puffiness

A potentialized caffeine with smart delivery silicium technology, Siloxanetriol Alginate Caffeine is a powerful synergy of silicium and caffeine to help eliminate excess fat deposits while alleviating fluid retention to reduce puffiness. Skin will appear firmer and more lifted as facial contours regain definition.

Nano-Hyaluronic Acid – Boost your skin's hydration level

It is well-known that crucial ingredients play a significant role in skincare and it is less known that the absorption factor is equally as important. Many products today are packed with great formulas but are not absorbed into our skin well enough to work as they should. One of the key reasons is due to the stratum corneum, which is the outermost layer of the skin that does the key absorption. It serves as our body's primary defense and acts as a great barrier to infusion, therefore not everything that is applied on our skin is fully absorbed into the skin.

Secondly, some active ingredients in skincare are too large in molecule to penetrate into our skin. For this reason, Derma-Rx has innovated the technology formula of Nano-Hyaluronic Acid to enhance the penetration and absorption effect. The low molecular weight (nano-sized particles) of Hyaluronic Acid is able to penetrate into the deeper layers of the skin more effectively to replenish water loss and provide long-lasting moisture to quench skin's thirst. It has a high capacity of holding moisture within the skin and helps in restoring proper barrier function of the skin for improved volume and firmness.



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Directions of Use

Use the Intensive Lifting Serum morning and night, after cleansing and toning. Smooth one to two drops over your face and neck, placing special focus on the areas prone to sagging such as the jowls and neck, while avoiding the eye area. Follow with your moisturiser. By just adding the Intensive Lifting Serum to your existing skincare regimen, you will get maximum absorption of all the vital skincare ingredients, experiencing better results within a shorter period of time.

Visible Benefits:

The results of the Intensive Lifting Serum can be seen after continuous use of the product:

- Improvement in the appearance of fine lines and wrinkles
- Better hydration of the skin
- Increase in radiance to the skin
- Improved appearance of the skin's resilience, tone and texture
- Reduce facial puffiness
- Skin is tighter, firmer and more supple
- A more lifted and defined facial contour

The oil-free and paraben-free Intensive Lifting Serum retails at \$115 for 30ml (inclusive of GST) at The DRx Clinic, The DRx Medispa and other affiliated clinics.

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.dr-x-group.com.

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