

Media Release
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It's time to smooth, fill, lift and regenerate skin with Thalgo's new Anti-ageing Skincare Programme

In our modern world, young and radiant skin is a sign of good health and vitality. However, as the skin ages over the years, its needs become more intense and changes gradually accumulate such as loss of firmness on the eyelids, facial contours and the neck. The skin loses its original tone, colour and radiance, all heightening the appearance of ageing.

Now you can reactivate the regenerating power of the skin and correct the signs of ageing as they appear with Thalgo's innovative new **Anti-ageing Skincare Programme** that is designed to be used both at home and in conjunction with an in-salon Thalgo treatment. After years of research, the programme works on three different levels suited for three different age groups – Collagen for those aged 25 and over; Hyaluronic for those aged 35 and over and Silicium for those aged 40 and over.



There are **multi benefits** to using the **new Thalgo anti-ageing Programme**:

The **Collagen Programme** is for smoothing fine lines and expression lines. The range acts at the wrinkle formation stage to slow down their appearance. There are two products under this range; the Collagen Cream for wrinkle smoothing, and the Collagen Concentrate for intensive smoothing and cellular booster.

The **Hyaluronic Programme** is used for acting at the heart of wrinkles to reveal visibly younger skin. The range smooths and fills deeper expression lines and noticeable wrinkles. There are three products in this range; Hyaluronic Filler for very precise, deep wrinkles, Hyaluronic Cream which is smoothing and filling for deep wrinkles, and the Hyaluronic Mask for instant filling of wrinkles.

The **Silicium Programme** is predominantly for Filling and Lifting the skin. The range is for noticeable wrinkles and loss of firmness due to older age. There are three products in this range; Silicium Cream for wrinkle correction and lifting, Silicium Concentrate for intensive restructuring and cellular booster and Silicium Extracts which has a refining and intense lifting effect for the face and neck.

Just as Thalgo is gentle on the skin all Thalgo products are gentle on the environment, with each product in the Thalgo Anti Ageing Programme being developed under Thalgo's new formulations charter.

The Anti Ageing Collagen Programme: SMOOTH

Collagen Cream



Contains:

- o Native Marine Collagen

Beauty results: Fine lines fade away day after day from the moment this smoothing and repairing, ultra-hydrating cream is applied

Use: Apply morning and or evening, on its own or after the collagen concentrate

RRP – \$79 for 50ml

Collagen Concentrate



Contains:




- o Marine Native Collagen & Vegetal Collagen
- o Palmaria Palmata Extract (A,B,C & E vitamins & minerals)

Beauty results: This serum, which is highly concentrated in Marine Collagen, instantly smoothes emerging wrinkles. Its revolutionary “second skin” texture leaves a unique matte and velvety finish




Use: Apply before the Collagen Cream as a one month course of treatment. Repeat several times a year

RRP – \$89 for 30ml

The Anti Ageing Hyaluronic Programme - FILL

<p style="text-align: center;">Hyaluronic Filler</p> 	<p>Contains:</p> <ul style="list-style-type: none"> ○ Marine Hyaluronic Acid ○ Palmaria Palmata Extract (A,B,C, E Vitamin & Minerals) <p>Beauty results: Concentrated in Marine Hyaluronic Acid for a high-precision filling effect, it is applied at the heart of the most pronounced wrinkles for an instant smoothing effect</p> <p>Use: Apply in the morning under the Hyaluronic Cream for an instant smoothing effect or in the evening for optimal regeneration</p> <p>RRP \$69 for 30ml</p>
<p style="text-align: center;">Hyaluronic Cream</p> 	<p>Contains:</p> <ul style="list-style-type: none"> ○ Marine Hyaluronic Acid <p>Beauty results: A real rejuvenating force, it erases fine lines and fills in stubborn wrinkles</p> <p>Use: Apply morning and/or evening on its own or after the Hyaluronic Filler</p> <p>RRP \$129 for 50ml</p>
<p style="text-align: center;">Hyaluronic Mask</p> 	<p>Contains:</p> <ul style="list-style-type: none"> ○ Marine Hyaluronic Acid <p>Beauty results: A professional formula with amazing efficacy: it plumps up the entire face and smooths and fills in marked wrinkles</p> <p>Use : Apply generously. Leave on for 20 minutes, then rinse off. Use ideally once a week.</p> <p>RRP \$69 for 50ml</p>

The Anti Ageing Silicium Programme – FILL & LIFT

<p>Silicium Extracts</p> 	<p>Contains:</p> <ul style="list-style-type: none"> ○ Marine Silicium ○ Caffeine ○ Ultra-Tensor ingredients <p>Beauty Results: Your lifting and refining secret rich in Caffeine and Marine Silicium to specifically re-sculpt the facial contour area and neck</p> <p>Use: Apply before the Silicium Concentrate or the Silicium cream as often as necessary.</p> <p>RRP: \$79 for 15ml</p>
<p>Silicium Concentrate</p> 	<p>Contains:</p> <ul style="list-style-type: none"> ○ Marine Silicium <p>Beauty results: Intense re-firming and re-sculpting skincare, this rich highly concentrated serum amplifies the effects of the Silicium Cream for an incomparably supple and velvety finish on the skin</p> <p>Use: Apply before the Silicium Cream as a one month course of treatment. Repeat several times a year.</p> <p>RRP \$139 for 30ml</p>
<p>Silicium Cream</p> 	<p>Contains:</p> <ul style="list-style-type: none"> ○ Marine Hyaluronic Acid <p>Beauty results: Fills in wrinkles, nourishes skin and restores its firmness, while re-sculpting the contours of the face</p> <p>Use: Apply morning and/or evening, on its own or after the Silicium Concentrate</p> <p>RRP \$129 for 50ml</p>

The new Thalgo Anti Ageing Programme will be available in stores from September 15th 2011
For Thalgo stockists, please call (02) 9477 6900. www.thalgo.com.au