

NEW OLAY REGENERIST MICRO-SCULPTING CREAM

Regenerist, the renowned penta-peptide skin care range from leading skincare brand Olay, launches its first ever luxury super-cream, Regenerist Micro-Sculpting Cream. New Olay Regenerist Micro-Sculpting Cream is a luxury super-cream that offers the magical experience you have come to expect from a high-price designer skin cream but for a fraction of the cost.

An anti-ageing facial moisturiser which targets the three hardest to treat areas – the eye, jaw line and neck – the cream helps visibly firm the skin, reduce the appearance of fine lines and wrinkles and helps restore elasticity and suppleness. Regenerist's 'super-cream' is luxurious to look at, luxurious to the touch and luxurious to apply – so skin is left supremely hydrated and silky smooth.

Luxury Super-Cream Performance

In an independent study conducted by the Good Housekeeping Research Institute in the US*, Regenerist Micro-Sculpting Cream was blind trialed against twenty four other prestige face creams that were priced between \$100 and \$350 and Regenerist Micro-Sculpting Cream outperformed them all – even the \$350 one!

"Experts applied several creams – the Olay product as well as others with hefty \$100-plus price tags – to volunteers' skin and evaluated hydration levels over seven hours with a Corneometer (a device that measures the skin's moisture). The results: The Olay cream beat its pricey competition, keeping skin more hydrated, and for a longer time, than the fancy creams. Even the \$350 one." US Good Housekeeping Magazine, September 2007.

Sophisticated Anti-Ageing Technology and Superior Hydration

The formula offers outstanding anti-ageing efficacy, combining Olay's highest level of amino-peptide complex with super hydrating power. The end result is an intensely pampering and sumptuous cocoon for the skin, with its rich super-cream texture and a wonderful, unique scent. Indeed 77% of women in a recent test agreed that Olay's new super-cream was rich and luxurious

"Regenerist has already built a reputation as an innovator in the application of peptides to create a skin care anti-ageing breakthrough," explains David Khoo, Procter & Gamble Senior Scientist. "Regenerist's penta-peptides are extremely effective anti-ageing ingredients that provide hydration to the skin to deliver an intense anti-ageing formula. Recent research and development on Olay has been focused on super-charging not only the amino-peptide complex but also providing a significant level of hydration to deliver an even more intense anti-ageing formula and create an incredible super-cream experience."

"Levels of the amino-peptide formula in Regenerist Micro-Sculpting Cream have been enhanced to help deliver outstanding anti-ageing benefits with Olay's combination of penta-peptides and vitamins working to deliver an improved appearance to skin. New Olay Regenerist Micro-Sculpting Cream contains the amino-peptide complex and moisturising ingredients which work together to leave the skin's appearance with a progressive and visible firmness that's noticeable even in areas prone to sagging – around the eyes, jaw-line and neck.," concludes David.

Renowned Kiwi Beauty Expert Samala Robinson's "Can't Live Without" Beauty Item

Former head of TV3 make-up and styling for ten years, Samala Robinson has worked on some of the country's most famous faces and just simply can't live without Regenerist Micro-Sculpting Cream. "I couldn't wait to get my hands on this product when I heard about the amazing success it has had overseas," Samala says. "It's an essential item in my make-up kit because it is tremendously hydrating – perfect for prepping skin before make-up application. It also helps to smooth out wrinkles and tightens skin on the face and neck. I am so happy it is finally launching in New Zealand."

Targeting the 3 Hardest to Treat Areas

As we get older, the eye contour, jaw line and neck tend to be the first areas to give away the lack of firmness. Massage techniques, focusing on these 3 zones when using a super hydrating cream like Regenerist Micro-Sculpting Cream, can be used to give these 'areas of need' a welcome anti-ageing boost.

How to Use:

1. Olay recommends you apply Regenerist Micro-Sculpting Cream once a day either at night time or during the day in conjunction with UV protection. However it is ideal for use at night time
2. In conjunction with leading celebrity facialist Anastasia Achilleos, Olay has developed a luxury, gentle massage, focusing on the 3 key points – the eye contour area, the jaw-line and the neck. The massage is not only relaxing but helps to stimulate circulation

3. Start with cleansing your face with Olay Regenerist Thermal Skin Polisher and follow this with an application of Olay Regenerist Revitalising Serum. Then take a scoop of Regenerist's Micro-Sculpting super-cream the size of a grape, warm it gently between the palms of your hands and apply in sweeping movements all over the face, gently massaging the 3 key points:

a) Eye Contour Area Movement: start with the tips of your fingers under each eye, sweep down the side of your nose and to the base of your cheekbones then gently change direction and move your fingertips up past your temples

b) Jaw line Movement: put your hands together as if in prayer, gently push your finger tips upwards and part your hands on either side of your jaw. Continue to move your hands up your face past your jaw, over your cheek bones and beyond the outside corners of your eyes to your temples

c) Neck Movement: start with your arms crossed over and your hands (fingertips and palms) flat against your jaw line: your right hand will be on your left jaw and visa-versa. Using a full arm movement, again firmly but gently, sweep down your jaw and onto your neck and then down on to your décolleté – and allow your arms to cross over to their rightful sides when your hands reach the base of your neck.

New Olay Regenerist Micro-Sculpting Cream will be available exclusively in Farmers from late August 2009 and in other mass outlets, supermarkets and pharmacies from October 2009. (RRP \$49.99)

For stockist details call 0800 441 058.