

The definitive Dead Sea brand AHAVA makes a splash in Singapore 27 July 2007

SINGAPORE - Israeli mineral-based skincare company AHAVA Dead Sea Laboratories (DSL) officially opens its first AHAVA outlet in Singapore on 27 July 2007 at #03-12, The Centrepoint, 176 Orchard Road.

AHAVA, which means "love" and "I give" in Hebrew, AHAVA, has been loving and healing the skin of millions in over 30 countries spanning Europe, America, Asia, Africa and Australia. Brought to our local shores by Ronnie Yeo, the owner of a tour agency specialising in international cruises and Israeli tours, the internationally acclaimed brand is set to win over today's new breed of wellness-conscious, pro-green customers.

Through its ongoing dedicated efforts, AHAVA (DSL) has created a unique concept and identity for AHAVA – "Essential Dead Sea Treatment" that is synonymous with vital purity and cosmetic effectiveness.

The AHAVA Shop embraces just that.

Natural treasures of the Dead Sea bring skin to life

AHAVA is created at one of the richest sources Mother Nature has to offer – the Dead Sea.

Far from reflecting its name, the Dead Sea thrives with life-enhancing ingredients with proven regenerative properties. It is known to contain the world's highest concentration of minerals at an astounding 32%. Added to that, the waters of the Dead Sea are a fountain of unique curative powers and cosmetic effects on skin renewal since the time of Cleopatra.

Its layers of mineral mud yield incredible concentrations (ten times more than ocean water) of natural elements such as magnesium, calcium, potassium, strontium, boron and iron. These elements are essential to maintaining healthy, supple skin. Even its water is unique, infused with useful proteins created by fossils and algae.

Save your skin and save the earth

The only cosmetics company indigenous to the region, AHAVA (DSL) harvests the Dead Sea's natural ingredients in a socially responsible way and scientifically enhances them to cosmetic perfection.

Since 1988, the company has adopted a dedicated scientific approach to acquire vast expertise that is singular in its field. The approach has culminated in the development of an international network for academic research on skincare.

AHAVA (DSL) invests heavily in research, development and testing to study the therapeutic effects of minerals on the skin. Its scientists and researchers work hand in hand with leading scientific centres in Israel and Europe on fundamental research, nano-technology in cosmetics, product development and development of therapeutic products.

AHAVA (DSL) is the only company licensed by the State of Israel to mine the raw materials of the Dead Sea. It is also the only establishment whose state-of-the-art research and production facilities are physically situated in the region, and the first Israeli company to comply with stringent international quality standards and qualify for ISO 9001 certification. All its manufacturing processes are non-polluting and environmentally conscious. No animals are involved in testing phases and all AHAVA products are encased in recyclable tubes, bottles and jars.

Meeting specific needs – from skincare to spa

AHAVA tailors to different skin types and needs with an extensive line of mineral-based products. The three product lines "Source", "Time line" and "Dermud" leverage the efficacy of minerals in slowing the skin's aging process and restoring its natural moisture level.

"AHAVA Source" is rooted in AHAVA's patented Mineral Skin Osmoter™, which replenishes the skin and recharges its natural functions.

"AHAVA Time line" represents a pioneering technological breakthrough in moisture replenishment, skin protection and anti-aging properties with its unique formula – the 3D complex™.

"AHAVA Dermud" taps on the innate qualities of Dead Sea mud in the formulation of products that enable even the driest of skin to retain its moisture balance.

AHAVA also offers a complete body care, sun care and spa range to protect and pamper customers from head to toe.

Each and every AHAVA product is approved for sensitive skin, and are hypoallergenic and dermatologically tested.

Israeli ambassador to grace the launch of the Ahava Shop

The Israeli Ambassador to Singapore Mr Ilan Ben-Dov will officiate the opening of the Ahava Shop. To celebrate its launch in Singapore, AHAVA will be giving away a one-year member card for customers who make a first-time purchase of any amount - from July 27 to September 30, 2007. The AHAVA Card entitles customers to a 10% discount all year round. To top it, customers will enjoy a whopping 10% rebate (in products) on the total purchases throughout a year on their birthday.

For more information or for enquiries, please contact Ms Faith Chen on 67327655 or email: aloveaffair@ahava.com.sg or visit our website: www.ahava.com.

###