

## **ORIGINAL DEAD SEA MINERAL BRAND AHAVA MAKES A BIG SPLASH WITH ITS SWANKY NEW OUTLET AT MARINA SQUARE**

Indeed, it's beautiful news for discerning customers in pursuit of the best quality in skincare. AHAVA, the source of dead sea mineral skincare and spa, has opened its second outlet at Marina Square, enhancing the mall's reputation as a shoppers' paradise with a beauty and wellness haven. AHAVA's flagship store is presently located at Centrepoint, #03-xx. With the addition of a second outlet, AHAVA is poised to serve local customers even better.

## **THE ONLY COSMETICS ENTERPRISE NATIVE TO THE DEAD SEA REGION**

The original Israeli brand with a market presence worldwide, AHAVA adopts a scientific approach based on an on-going quest of knowledge and research. That has resulted in a series of the finest Dead Sea mineral-based products, based exclusively on the rich resources of the blessed region.

## **NOURISHING YOUR SKIN WITH A PRECIOUS WELLSPRING OF VITALITY**

The essence of vitality, health and beauty, the Dead Sea abounds with the renewing powers of Nature that are drawn from its unique, mysterious, life-giving waters. Every AHAVA product is a treasure trove of natural ingredients formulated in this ancient, mineral-rich basin.

## **THERAPEUTIC WONDERS FROM THE EARTH'S LARGEST SPA**

The Dead Sea is located on the lowest point on the planet - 410 metres below sea level. The region's dense atmosphere acts like natural sunscreens and has a higher concentration of pure, unpolluted oxygen. All of these unique factors add up to make the Dead Sea the largest and richest natural spa on Earth, featuring exceptional, health-enhancing properties.

## **STRENGTH IN RESEARCH & DEVELOPMENT**

It's no secret that AHAVA invests heavily in research, development and testing to study the therapeutic effectiveness of minerals on the skin, in conjunction with leading international experts and scientific institutes. Clinical tests, independently confirmed and published in scientific journals, prove the

revitalizing effects of DSL's mineral and plant-based products on a range of dermatological conditions.

## **ENVIRONMENTALLY FRIENDLY COMPANY THAT SEEKS TO PRESERVE THE NATURAL TREASURES OF THE DEAD SEA**

Working and living along the hypnotic shores of the Dead Sea, AHAVA strives to preserve the pristine environment and delicate balance of the natural Dead Sea life. The healthy harvest of crystallized minerals, Dead Sea mineral mud and desert plants is conducted responsibly – so as to enable nature to effortlessly replenish itself. Our 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.

## **WIDE RANGE OF PRODUCTS FOR MEETING SPECIFIC NEEDS**

### **SOURCE FACE TREATMENT:**

Powered by our moisture-drawing Mineral Skin Osmoter™ (MSO) compound, Source skincare products are highly effective in maintaining your skin's vitality with ongoing nourishment and supporting its natural, anti-aging defense system.

### **SOURCE BODY TREATMENT:**

The Source Bodycare line includes a wide range of cleansing, exfoliating, hydrating and nourishing solutions suitable for all skin types.

### **SOURCE BATH & HAIR:**

Healthy scalp tissue is essential to maintaining the health, vitality and overall look and feel of your hair. AHAVA Hair Care products optimize the unique properties in Dead Sea minerals to clean away dirt, excess oil, and unhealthy toxins, enabling the scalp to perform its natural, nourishing functions.

### **SPA REJUVENATION SYSTEM:**

Ahava's new luxurious Pure Spa Line is designed to relax, rejuvenate and turn back time. Specially formulated with Ahava's patented mineral complex, the anti-aging benefits of Dunaliella Algae and an array of essential vitamins, these treatments promote healthier and younger looking skin, while delightful natural oils soothes the senses.

### **TIMELINE ANTI-AGING FACE TREATMENT:**

Our patented 3D complex™, a pioneering technological breakthrough in moisture replenishment, skin protection and anti-aging, that helps your complexion to defy the march of time.

#### DERMUD:

Dermud body products contain Dead Sea mud in a unique patented formulation and are rich in moisture-enabling minerals and other soothing, natural agents, which effectively treat all SRRC dryness parameters (Scaling, Roughness, Redness, Cracks) that affect your torso, arms, legs, hands and feet.

#### ANTI-AGING MINERAL SUNCARE:

Ahava's Mineral Suncare is powered by a unique Multi-Layer Protection System™ that protects skin against the damaging effects caused by sun exposure. Specially formulated with highly effective UVA/UVB sunscreens, a proprietary mineral complex, essential vitamins, and rich moisturizers.

### **AHAVA OFFERS AN OCEAN OF PERKS**

#### **AT THE OPENING ON 9 MAY:**

- Complimentary 2-piece gift set comprising 40ml Body Lotion and 40ml Gentle Body Exfoliator with purchase of \$100 and above
- Free AHAVA Love Affair card membership with any purchase
- Special for Ahava Love Affair Card Members - complimentary Dermud "Smooth Journey" 3-pc gift set comprising 40ml Body Cream, 15ml Hand Cream and 15ml Foot Cream when you introduce a friend to the Club
- Special Purchase for first 30 customers from 9 May - 11 May: Exchange a used cleanser for an Ahava Cleanser at only \$10. Cleanser must be of another brand. Limited to 2 purchases per person.

*For more information on the new AHAVA outlet, please call Ms Fong Yoon Chyi at: 9799 9659.*

*For more details on AHAVA, visit [www.ahava.com](http://www.ahava.com)*