

April 2007

BEAUTY THROUGH BALANCE

- with **Alpure**, a natural skincare range from the Swiss Alps -

The purity of the Alps combined with the technical expertise of the Swiss heralds a breakthrough in modern skincare with the launch of **Alpure** - a naturally balanced skincare regime to restore skin health and harmony, available exclusively at Selfridges.

Crammed with natural active ingredients from the Swiss Alps, this high performance skincare line-up contains 13 'anti-ageing' and 'intensive hydration' treatments and is designed to restore the daily balance and wellbeing of your skin, whatever your age.



ALPURE BIO-ALPINE

To help you enjoy the effortless beauty of youth, the **Alpure Bio-Alpine** contains an amazing pure blend of precious and rare plants which have been selected for their cosmetic and anti-ageing properties.

Extracted from the green hills and unspoilt mountains of Switzerland and developed under the strict standards of Swiss organic agriculture these clever ingredients work hard to satisfy the skin requirements of the 3 key stages of a woman's life (25-, 35- and 50- year olds).

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Key ingredients

Alpure has selected a very special water from the Dar Glacier in Switzerland. Drawn at 2800 meters above sea level, this exceptionally pure and balanced water is contained in all Bio-Alpine products brings a genuine source of hydration to the skin, allowing it's superficial layers to retain water more efficiently. The line-up also contains Edelweiss, with it's little white blossoms grows in the highest altitudes of the Swiss Alps and is protected against all types of climate conditions hence the unique anti-oxidant and moisturising qualities. Nectapure, is a complex of two plants - the butterfly tree (moisturising, replenishing and protective properties and thyme (stimulates blood circulation and has outstanding hydrative and anti-oxidant properties).

Bio-Alpine Jeunesse Refining Day Fluid SPF15 £50, 50ml (25 years +)

This refreshing non-greasy, lightly scented fluid is perfect for normal to combination skin types. After one application it will re-store luminance to lack-lustre faces, leave skin feeling soft, hydrated and help to diminish fine lines.

Bio-Alpine Jeunesse Refining Day Cream SPF15 £50, 50ml (25 years+)

This sliding, melting and extremely gentle cream for normal to dry skin has the same ingredients as the Refining Day Fluid, but it's "powder snow" texture leaves skin feeling radiant, hydrating and super-smooth.

Bio-Alpine Jeunesse Refining Night Cream £50, 50ml (25 years+)

This non-greasy night treat works hard to regenerate the skin cells and moisturise while you sleep, leaving skin looking naturally radiant the morning after.

Bio-Alpine Lift Anti-Ageing Day Fluid SPF15 £60, 50ml (35 years+)

This fresh, non-greasy and lightweight formula is easy to apply and provides normal to combination skin types with hydrated, younger looking skin.

Bio-Alpine Anti-Ageing Day Cream SPF15 £60, 50ml (35 years +)

With the same formula as the Anti-Ageing Day Fluid, this cream has a melting, velvety texture. Suitable for normal to dry skin this clever day cream will help to fight signs of ageing and improve skin firmness/elasticity.

Bio-Alpine Anti-Ageing Night Cream £60, 50ml (35 years +)

Perfect for the ultimate sleep treat this melting, rich cream works hard to repair the skin, enhance the cell renewal process leaving revitalised, healthy, firmer/younger looking skin.

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Bio-Alpine Fermete Repair Day Cream £70, 50ml (50 years +)

Perfect for older complexions, this magical day cream will work hard to regenerate the skin cells and fight the damages caused by hormonal changes.

Bio-Alpine Fermete Repair Night Cream £70, 50ml (50 years +)

Ideal for all skin types, this creamy melt-into-the-skin cream is a soothing, smoothing treat for dry skins and blissfully pampering for normal to combination skins. Formulated to regenerate the skin cells, this night time cream will leave skin feeling revitalised, firmer and younger looking.

Bio-Alpine Intense Anti-Ageing Replenishing Serum £40, 30ml (all ages)

This ultra-concentrated, ultra-fresh gel serum is suitable for all skin types and provides a real boost for the skin cells by simultaneously combating several skin-ageing factors.

Bio-Alpine Regard Anti-Wrinkle Eye Cream £30, 15ml

This beauty boosting lightweight cream is perfect for the delicate eye area and is formulated to help reduce the appearance of fine lines, wrinkles and crows' feet



ALPURE ALTISOURCE

Leave skin feeling silky and snug with the thirst-quenching **Alpure Altisource**. Like the Bio-Alpine, the Altisource line-up benefits from the glacial water from Switzerland, to refresh and strengthen the skin's capacity to maintain its hydration level.

Key ingredients

Alpure has selected a very special water from the Dar Glacier in Switzerland. Drawn at 2800 meters above sea level, this exceptionally pure and balanced water is contained in all Bio-Altisource products brings a genuine source of hydration to the skin, allowing it's superficial layers to retain water more efficiently.

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The line-up also contains Hydrapur, a combination of a Mountain Apple – cultivated at 1800 feet above sea level and nourished by the Swiss Alpine rivers and Ice Alga that belongs to a highly resistant micro-algae family living in the ice! Hydrapur intensely moisturises: like a sponge it traps water durably and forms a protective film on the skin's surface to stop moisture loss.

The line-up also contains 3 organically grown Swiss Alpine plants. Calendula with its emollient and anti-inflammatory properties, Imperatoria ("the Queen of Plants") for its hydrating and healing properties and White Genepi for its anti-oxidising benefits.

Alpure Altisource Fraicheur Intensive Hydration Energizing

Fluid £30, 50ml (normal to combination skin)

This blissfully hydrating, non-greasy fluid moisturises, tones and purifies the skin leaving it feeling soft, smooth and revitalised.

Alpure Altisource Fraicheur Intensive Hydration Energizing

Cream £30, 50ml (normal to dry skin)

This ultra-fresh, melt-into-the-skin cream is a nurturing must to leave skin looking and feeling velvety smooth.

Alpure Altisource Extreme Intensive Hydration Re-sourcing Mask £30, 12 treatments

Renew skin radiance with this creamy mask with an icy cooling effect for maximum moisturisation and an immediate soothing sensation. This anti-stress, repairing skin treat will calm irritated skin damaged by dehydration and can also be used to relieve chapped hands and lips. In handy, individual treatments for perfect travel this clever mask can be used twice a week or daily according to individual needs. Tip : put the mask in the refrigerator for an intense decongesting effect.

The **Alpure** range is available from April 2007 exclusively from Selfridges (mail order and stockist 0870 837 7377).

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