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PRESS RELEASE  
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**MS swiss cosmetics reveals its first range:  
*Essential Beauty Set***

**MS swiss cosmetics** focused its "Swiss made" know-how in an introductory set: 8 unique Swiss natural formulas with amazing textures, for visible effects.

MS swiss cosmetics, launches its first collection of "Swiss made" skincare combining technicity and naturalness. *Essential Beauty Set* has been designed in collaboration with Florence Bernardin, a consultant and specialist of the Asian market. It brings together 8 formulas\*, that have been developed to bring comfort, efficiency, luxury and beauty at every moment of the day. An attached brochure presents each care and its ritual.

The set and the composition of its contents are customizable for a total fit with brands and their identity. **To be discovered at MakeUp in Seoul, April, 6 & 7, on booth # N°320.**

\*MICELLAR TONER, SERUM GLOBAL, ALL IN ONE GEL, EYE CONTOUR SERUM, SUN PROTECT SPF 50/PA+++; LIP CREAM; SOS CREAM; SLEEPING MASK.

1. *MICELLAR TONER*: An efficient rinse-free cleansing toner that leaves skin fresh & moisturized thanks to its original formula.
2. *SERUM GLOBAL*: A unique serum emulsion for: detoxification, reduction of inflammation, reinforcement of dermal tissues, fight against gravity and improvement of skin radiance: 5 secrets for youthful skin.
3. *ALL IN ONE GEL*: gel frais, concentré hydratant 2 en 1 (lotion/émulsion). Renforce la fonction barrière cutanée, redonne vitalité et énergie à la peau.
4. *EYE CONTOUR SERUM*: A fresh, transparent powerful moisturizing gel 2 in 1 (Lotion/emulsion) that fortifies the skin barrier and leaves your skin filled with vitality & energy.
5. *EYE CONTOUR SERUM* : A fluid & fresh eye serum gel that creates a younger-looking complexion reducing dark circles while moisturizing and firming eye delicate skin effectively.
6. *SUN PROTECT SPF 50 SPA +++* : A totally new soft touch daily-wear UV protector which helps control the build-up of excess sebum and leaves skin with a soft and comfortable finish.
7. *LIP CREAM* : A highly concentrated moisturizing lip cream formulated with natural oils melts onto lips to provide intense repairing, nourishing & revitalizing care.
8. *SOS CREAM* : A light but concentrated ultra-gentle moisture cream, that soothes sensitive dry skin & helps repair skin's natural moisture barrier. suitable for all family members.
9. *SLEEPING MASK* : A lightweight watery cream mask which recharges skin with moisture and reduces the signs of fatigue during the night for the appearance of plumper, more rested skin.

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## MS swiss cosmetics

The newly created company, based in Châtel-Saint-Denis, promises full service “Swiss made” solutions for high-end skin care brands.

MS swiss cosmetics was born of the meeting of STRAND COSMETICS EUROPE'S - creation and manufacturing of high-tech formulas for skin care products - and on MARVINPAC - customized packaging, manufacturing of sets and co-packing.

both companies, alike in size and based in similar locations, share the same goals of technicity and naturalness.

The complementarity of their expertise, brought together within MS swiss cosmetics, meets the expectations of a demanding market in search of excellence, with its key challenge of satisfying both groups of customers: brands and users. A guarantee provided by the “Swiss made” label, the use of which is strictly regulated by law.

MS swiss cosmetics is located in Châtel-Saint-Denis (Veveyse District, canton of Fribourg). Its modern and environmentally friendly workshops display an exemplary carbon footprint. This choice environment offers water of exceptional quality, a major asset for the formulation of skin care products.

As Business Unit Manager, Judith LEVY, is the privileged interlocutor for brands: [j.levy@msswisscosmetics.com](mailto:j.levy@msswisscosmetics.com) +41 21 925 55 70 - [www.msswisscosmetics.com](http://www.msswisscosmetics.com).