

PRESS RELEASE

SPECIALISTS

ON-THE-MOVE CREAM comes out on top

ON-THE-MOVE CREAM, the innovative anti-ageing skin-care product by JUVENA of SWITZERLAND, takes 1st place in the category "Most Innovative Cosmetic Product of the Year 2011" at the European BSB Innovation Awards for Cosmetic Products and Raw Material Concepts.

Lustenau, 30 March 2011. Years of scientific research and state-of-the-art technological expertise have come to fruition. On 30 March 2011, JUVENA of Switzerland's exclusive ON-THE-MOVE CREAM, JUVENA's first anti-ageing facial cream for women "on the move", was awarded the 1st prize in the category "Most Innovative Cosmetic Product of the Year 2011" at the European BSB Innovation Awards for Cosmetic Products and Raw Material Concepts in Milan.

Youthful freshness – whenever and wherever – all day long

ON-THE-MOVE – Movement is energy, joie de vivre, the thrill of discovery – a reflection of the life-style of modern women and an inspiration to JUVENA for the development of its revolutionary day cream. Throughout the day, your skin is constantly subjected to stress. The freshness of your skin in the morning gradually gives way to signs of fatigue and exhaustion. ON-THE-MOVE CREAM achieves the seemingly impossible: Based on JUVENA's exclusive SkinNova SC technology*, this cream with the innovative Light Shadow Equalizer balances light and shadow on and even in the skin. The wonderfully silky-powdery cream melts into your skin and plumps up fine lines and wrinkles from the inside. The result is an unbelievably fresh, youthful appearance. Anytime, any place, whenever your skin needs an extra boost of freshness.

The application of ON-THE-MOVE CREAM is conveniently easy, perfect for when you are "on the move". Simply apply a small amount to the stressed facial areas, using a fine brush or your fingertips. The cream can be used on or under make-up.

*A symbiosis of SkinNova technology and a stem cell peptide, patent pending

JUVENA of Switzerland stands for tradition and pioneering spirit in the development of anti-ageing skin-care. Founded in 1954, JUVENA combines brand values, such as the highest Swiss quality standards and professional customer service, with innovative, scientific research. This results in revolutionary anti-ageing skin-care products. JUVENA, a cosmetic brand in tune with the times.

JUVENA. CREATE FRESH, NEW SKIN.