

PRESS Release 11.2014

MÜHLE ORGANIC novelties: Argan Oil und Repair Serum

With the goal of focusing more on our natural cosmetic programme's central active ingredient – traditionally hand pressed argan oil, we have developed two new products for intensive care and regeneration of men's skin.

27 November 2014. It is considered to be the mirror of the soul, it acts a protective shell and it is our largest organ. The skin, visible to others on our face, neck and hands, needs care and attention – and men's skin requires special consideration. Daily shaving, frequent showers, changing climatic conditions or physical exertion result in specific care needs which we meet with our natural cosmetic series ORGANIC.

With the goal of focusing more on its central active ingredient, we have developed an innovative product for intensive care and regeneration: Our new ARGAN OIL for the intensive care of lips, skin or nails can be applied exactly where you want to protect and pamper particular parts of your body. The substance is rich in vitamin E, antioxidants and radical scavengers. It regenerates, moisturises and encourages blood flow.

The REPAIR SERUM, on the other hand, is of a lighter, more gelatinous consistency. This intensive care product in a fine, light texture with Q10 (an active ingredient complex against skin aging) serves specifically to nurture and regenerate the facial skin and eye areas. Other active ingredients besides argan oil are aloe vera to support elasticity and regeneration, as well as extracts of reed and baobab as protection against external stress factors and to tighten the skin. The serum also contains valuable omega fatty acids from the safflower to optimise the hydro-lipid balance, resulting in a smoother complexion.

MÜHLE ORGANIC Argan Oil	30 ml, 21,95 €
MÜHLE ORGANIC Repair Serum	30 ml, 19,95 €

With **MÜHLE ORGANIC** we have developed our first complete premium care series for the face, hair and body. The recipes of the clearly structured natural cosmetics programme for men contain select natural raw materials with excellent care properties such as precious argan oil, chamomile, Aloe barbadensis, shea butter, rosemary, echinacea and calendula. The mild washing substances contained are obtained on the basis of coconut oil, amino acids and sugar. The exclusive care line embraces a face cream and a face wash, a shaving cream and an after shave balm for wet shaving, a shower gel and a body lotion, as well as a hair shampoo. No animal testing whatsoever took place during development and manufacturing. Each of the products, all of which are carefully coordinated in terms of their texture and effect, fulfils strict guidelines and is certified with the BDIH test seal *Certified Natural Cosmetics*.

Suppliers: Specialist retailers and www.muehle-shaving.com

Information

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