



Attention: Beauty and Lifestyle Editors

FOR IMMEDIATE RELEASE

NEW GUILT-FREE CHOCOLATY TREATS Nourish your skin with a feast of creamy delights

(Markham, Ontario) - January 31, 2008 - Montagne Jeunesse brings Canadians its latest and greatest - the Chocolate Mud Masque, a tempting new face masque offering such a feast of creamy delights it's outrageous! Oozing natural ingredients, this deep cleansing *chocolate mud masque* helps unblock pores, moisturises and heals for skin that glows with health.

Treat yourself to a mud masque with a difference! The healing properties of Dead Sea Salt & the moisturising benefits of Cocoa Butter and Shea Butter, skin will be left feeling renewed, re-hydrated and feeling younger.

Let the Mediterranean Clay draw out impurities before allowing skin to succumb to the delicious sensation of Cocoa Butter and the moisturising benefits of Shea Butter. The masque also benefits from the amazing skin healing properties of Dead Sea Salt. The result? Renewed, re-hydrated and younger looking skin.

Pampering skin with this salon style treatment couldn't be easier. Simply apply to a thoroughly cleansed face and neck then lay back and relax for 10-15 minutes. The only hard part will be resisting the urge to reach for a bar of chocolate, as this (non-edible!) masque smells so scrumptious!

Montagne Jeunesse products are all single use, natural skin care products that are wildly different with wonderfully uplifting aromas. Conveniently packaged in single use sachets, Montagne Jeunesse Chocolate Mud Masque is available in Canada at Walmart stores and independent merchants for under \$2.00.



- more -

GORGEOUS NEW GUILT-FREE CHOCOLATY TREAT/2

Chocolate Mud Masque features:

- ◆ **COCOA BUTTER:** Extracted from the seeds of the cocoa plant. A rich emollient used for its moisturizing and soothing properties
- ◆ **SHEA BUTTER:** A rich emollient, high in fatty acids & nutrients
- ◆ **DEAD SEA SALT:** Healing & softening effect on the skin

As one of the UK's leading natural beauty companies, Montagne Jeunesse is firmly committed to cruelty free production and all products are BUAV (British Union for the Abolition of Vivisection) and Vegetarian Society approved. The company is also a founder member of the Cosmetic Industry Coalition for Animal Welfare (CICAW). Natural ingredients are carefully chosen so that they have a minimum impact on the environment and the company is constantly striving to improve its environmental performance.

Farleyco Marketing is the distributor for Montagne Jeunesse in Canada. As a marketer of niche beauty and health products in the Canadian landscape, Farleyco provides service programs and retail services from chain warehouses, to small independent drug stores. Farleyco represents many brand names, and is committed to offering Canadians best selection in their shopping experience, along with competitive prices on all of its top-quality products. Located in Markham, Ontario, the Farleyco warehouse facility ships and receives products from all parts of the world.

For more information, please contact:

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The advertisement features four jars of Montagne Jeunesse products: 'Cocoa Butter', 'Shea Butter', 'Dead Sea Salt', and 'Chocolate Mud Masque'. Each jar has a unique color and a small illustration of a person's face. The background is a soft, pinkish glow. At the bottom, the slogan 'We just love being spoilt.' is written in a cursive font, followed by 'Love Montagne Jeunesse. 2K' and the website 'www.montagnejeunesse.com'. There are also two small circular logos at the bottom corners.

Montagne Jeunesse
We just love being spoilt



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From 2011 onwards
Lynette HONG (00852 2411 1444)

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