

## NEW: SILK & PURE POMEGRANATE ENZYME SCRUB

A fruity protective shield against oxidative stress  
The new Pomegranate Enzyme Scrub of the Charlotte Meentzen brand  
gently activates cell regeneration

Carefree moments for the body and soul have been quite rare recently, and we can barely remember our last holiday or a relaxing get-together with friends. But what seems to be increasing is the burden on our skin caused by damaging environmental influences. For instance, our skin is exposed more and more to blue light. Latest surveys show that the time spent in front of the computer is constantly increasing. People in Germany are spending about two hours more per day in front of their laptops, tablets, smart phones and televisions than before corona.<sup>1</sup> Our skin suffers enormously under such stress factors and loses energy.

To counteract these impacts we need effective skincare. The newest product of the SILK & PURE care range does just that: The Pomegranate Enzyme Scrub restores freshness and energy in no time at all and protects your skin against oxidative stress with valuable natural anti-pollution ingredients. This effectively helps to defer lines and wrinkles.

### **Super fruits to fight free radicals**

The mild express-gel mask with fermented pomegranate enzymes and papaya ensures a gentle peel. The innovative texture peels the skin without any mechanical particles. Instead natural enzymes dissolve dead skin cells and activate the skin's cell renewal - for a clear and radiant complexion. Thanks to the mild formula the Pomegranate Enzyme Scrub is suitable for all skin types.



<sup>1</sup> <https://www.bitkom.org/Presse/Presseinformation/Corona-sorgt-fuer-Digitalisierungsschub-in-deutschen-Haushalten>



A valuable extract from peach blossoms protects the skin against environmental irritants and keeps it looking young and radiant. Papaya and panthenol inhibit inflammations, calm the skin and provide moisture. The cooling effect and the fruity fragrance ensure a feeling of deep relaxation. The results are a radiant complexion and a refined skin texture.

### **The SILK & PURE care line: deep-cleansing and skincare products against urban environmental stress**

The products of Charlotte Meentzen's SILK & PURE range liberate young skin from all burdens. Exhaust gases, fine dust, UV light and blue light can endanger the skin's balance and accelerate skin ageing. The seven vegan products in this care line are well-matched and protect young, environmentally stressed skin against light damage and urban influences keeping it looking clear, radiant and full of energy. The products do not contain mineral oils, silicones, parabens and PEG.

#### **ABOUT THE CHARLOTTE MEENTZEN BRAND**

For over 90 years the Charlotte Meentzen brand has stood for highly effective natural cosmetics made in Germany.

As visionaries and pioneers the Meentzen sisters, Charlotte and Gertrud, founded one of the first cosmetic institutes in the year 1930 in Dresden, Germany. "The Institute for Natural Cosmetics" clearly focused on the power of nature and set new standards in this field. Filled with curiosity and passion the sisters developed revolutionary products, innovative treatment methods, as well as an effective training concept.

This holistic approach is still today our guiding principle: not only for our company but for our 5000 partners in over 20 countries.

For our products we use natural raw ingredients with maximum skin compatibility. The latter is tested by scientific experts with whom we cooperate both in the research and production phases. We produce and develop our products with the greatest respect for the environment and we adhere to the highest standards of sustainability. In our company's long tradition we take skin needs seriously. We analyse them and develop custom-made product lines. We constantly add new products allowing us to meet personal skin needs even better.

**MEENTZEN.de**

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