

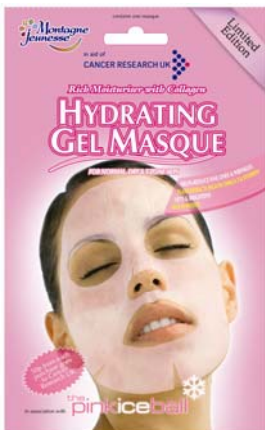
Immediate release

May 2007

TREAT YOURSELF TODAY AND HELP MONTAGNE JEUNESSE RAISE £50,000 FOR CANCER RESEARCH UK

PICK UP the **New Limited Edition Hydrating Gel Masque** from Montagne Jeunesse today and not only will you be giving your skin a real treat, but you will also be helping to fund Cancer Research UK's life-saving work.

To celebrate the arrival of Breast Cancer Awareness Month this October, 100,000 of these fabulous **Limited Edition Hydrating Gel Masques** have been produced and, with 50p from every sale donated to the charity, that is an amazing £50,000 to help beat cancer. Montagne Jeunesse is also sponsoring the Masked Pink Ice Ball in aid of Cancer Research UK, which takes place at The Waldorf Hilton Hotel in London on Friday 5th October.



Sometimes we all need a bit of magic to make us feel gorgeous! The **New Limited Edition Hydrating Gel Masque** offers the ultimate magic touch for smoother, brighter, more luminous skin. Enriched with Omega 3 and a carefully selected Vitamin complex to protect and hydrate your skin, this fabulously hard working masque also contains natural plant collagen to smooth the appearance of fine lines and wrinkles. Anti-oxidant Rubus Ellipticus Root extract (Rambling Raspberry) fights free-radicals and Mallotus Philippenensis Bark extract helps to prevent break outs – everything you need for beautiful skin in just one treatment! Simply apply the two delicious smelling masque sections to freshly cleansed skin, lie back, relax and let the natural active ingredients do their work. In just a few minutes the transformation is complete – from Cinderella to Belle of the Ball with **New Limited Edition Hydrating Masque** from Montagne Jeunesse.

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The **New Limited Edition Hydrating Gel Masque** is conveniently packaged in a single use sachet and is available from major supermarkets and independent pharmacies nationwide priced £2.99. For further information about other products in the Montagne Jeunesse range click on www.montagnejeunesse.com.

To find out more about the Masked Pink Ice Ball, visit www.thepinkiceball.co.uk.

ENDS

For more information about Montagne Jeunesse please contact Sam Kent, Sharon Whiting or Laura Beckett at Pegasus Public Relations: Tel: (01903) 821550 / Email: sakent@pegasuspr.co.uk

Notes to editors:

About Cancer Research UK:

- Together with its partners and supporters, Cancer Research UK's vision is to beat cancer.
- Cancer Research UK carries out world-class research to improve understanding of the disease and find out how to prevent, diagnose and treat different kinds of cancer.
- Cancer Research UK ensures that its findings are used to improve the lives of all cancer patients.
- Cancer Research UK helps people to understand cancer, the progress that is being made and the choices each person can make.
- Cancer Research UK works in partnership with others to achieve the greatest impact in the global fight against cancer.

For further information about Cancer Research UK's work or to find out how to support the charity, please call 020 7009 8820 or visit www.cancerresearchuk.org

About Montagne Jeunesse:

- 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.
- Montagne Jeunesse is proud to be the Pink Ice Ball 2007.