

Press release
ISPO Munich 2010

ANNECY[®]
Cosmetics
FRANCE

Annecy Cosmetics: lip cares and sun creams from the Alps

Annecy Cosmetics launches a new style within the lip cares and the sun creams industry : innovative and ecological designs, natural ingredients from the Alps, products dedicated to Mountain.

Based on the shores of the lake of Annecy, the brand is launched this winter by DJ-PACK Company, the alpine specialist of the cosmetic packaging for luxury. Thanks to its designers' experience, Annecy Cosmetics conceived a range of lip cares with two times less pollutants. Partner of certified French laboratories, it makes 100% natural products enriched with alpine flowers and sun creams protecting against the sun, the wind and the cold.

Sunscreens needed in mountains...

The sun is more aggressive in the mountain : snow can reflect 90% of UVs and this amount increases by 10% every 1000 meters of altitude. In these conditions, it is strongly recommended to use appropriated sun protections. Designed by the son of the Salomon brand founder, Annecy Cosmetics has developed a range of sun creams and lip cares in order to protect against extreme climatic conditions in altitude.

Upcoming event February 7th to 10th 2010:

Meet with us at ISPO Winter 2010 on the «French Alps» pavilion hall A5.

Annecy Cosmetics is a registered trademark of DJ-PACK company
ZA des Vernays - 74210 Doussard FRANCE
Tél +33 (0)4 50 32 99 69 - Fax +33 (0)4 50 32 99 57
Press contact : Armony Mathieu - armony.mathieu@dj-pack.com



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www.annecy-cosmetics.com

