Beat: Lifestyle

SKYN ICELAND Launches ARCTIC REPAIR CREAM

NEW YORK-BASED SKINCARE COMPANY

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USPA NEWS - On September 22, skyn ICELAND LLC, the privately held New York-based skincare company dedicated to combating the effects of stress on the skin, announces its newest release, the Arctic Repair Cream. A pioneer in clean beauty, skyn ICELAND was one of the first companies to launch a product collection centered on natural ingredients in 2003.

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With the launch of The Arctic Repair Cream, the brand's first full body product, skyn ICELAND kicks off a company-wide commitment to clean ingredients. The luxurious, intensive repair cream provides immediate soothing for cracked, flaky, or dull skin. Combining nourishing phytonutrients, super hydrators and age-fighting antioxidants to help moisturize and protect super dry, sensitive skin. Protective Arctic algae and Gooseberry extract “”sourced from some of the coldest regions on the planet“”fortify skin's natural lipid barrier and help it to retain moisture and return to a more supple, balanced and relaxed state. An active level of colloidal oatmeal soothes and helps reduce the appearance of redness as well as stress-induced aging. Additionally, Arctic oils, rich in essential fatty acids, help nourish and protect against environmental stress and pollution.

The Artic Repair Cream is packaged in a 100% recyclable jar made from sugarcane“”a more sustainable, planet-friendly alternative, which means that the production process results in a much lower carbon dioxide emissions when compared with conventional plastic production. The 8.8-ounce jar retails for $42 and is available today on skynICELAND.com. It is set to launch on Ulta.com on October 4th, 2020 and in Ulta stores and additional retailers on October 11th, 2020.

"With the industry changing so quickly and new innovations in ingredients, we are proud to kick off our recommitment to ensuring skyn ICELAND has certified, clean and effective products that celebrate the powerhouse natural ingredients of Iceland," said Kelley Martin, Chief Marketing Officer. "The Arctic Repair Cream represents the clean standard we are striving for with all products. Over the next few years we will be working to perfect formulations for all our existing products to prioritize these clean, healthy ingredients and lead the way in clean skincare."

Source: skyn ICELAND LLC

Ruby BIRD
http://www.portfolio.uspa24.com/
Yasmina BEDDOU
http://www.yasmina-beddou.uspa24.com/

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Editorial program service of General News Agency:
United Press Association, Inc.
3651 Lindell Road, Suite D168
Las Vegas, NV 89103, USA
(702) 943.0321 Local
(702) 943.0233 Facsimile
info@unitedpressassociation.org
info@gna24.com
www.gna24.com