

Elemis releases new Pro-Collagen Body Serum



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Elemis has added to its anti ageing body care range with the introduction of the new Pro-Collagen Body Serum Intensive Lift.

Studies have shown that as skin ages, collagen and elastin degenerate and cell cohesion loosens as the skin loses calcium. Pro-Collagen Body Serum Intensive Lift is a non-sticky, easily absorbed gel-serum that stimulates the fibroblasts (network of skin fibres) to speed up cell-communication and aid the production of collagen and elastin.

The serum harnesses micro-lattice technology which has been designed specifically for the body to target ageing skin. The technology uses Mexican skin tree and amino acids to strengthen the cohesion between skin layers. A lattice forms to protect against external forces while the acids stimulate the skin's Natural Moisture Factor (NMF).

As part of the [Pro-Collagen range](#), Elemis Pro-Collagen Body Serum Intensive Lift is an [anti ageing](#) product designed to restore skin firmness and elasticity to instantly tighten slackened skin of the buttocks, abdomen, arms and neckline.

Noella Gabriel, the director of product and treatment development at Elemis, said: "An ageing skin is a thinning skin and as skin ages it starts to slacken and lose elasticity. Whatever your age, stress levels effect your skin so good skin maintenance is a must.

"Elemis recognises that consumers are more aware, educated and sophisticated in their needs from a body product than ever before. Not only do they want to moisturise but want to address their anti ageing concerns. I am very excited to have created a product to meet this demand."



Noella continued, "We at Elemis have sourced natural, powerful ingredients from around the world to deliver a super soft after-feel on the skin, designed to be layered without feeling the overload."

The natural ingredients used in the new [body serum](#) include paracress (a flower bud originating from South Africa), peptide pea pods (which stimulate skin firmness and elasticity while reinforcing the skin's natural moisture) and acacia gum (which creates an immediate skin tightening effect and wrinkle filler).

The full Elemis anti ageing body care range, which was originally launched in February 2008, also contains [Elemis Pro Collagen Radiantly Smooth Body Cream](#) and [Pro-Collagen Hand and Nail Cream](#).

About

Elemis:

Created in 1990, Elemis is the leading luxury British spa and skincare brand.

Elemis partners with over 1200 luxurious spas and salons, 130 cruise ship spas, British Airways Elemis travel spas and over 100 retail stores around the globe. Elemis treats over 5.7 million people each year and has the single largest influence on trends and developments in the global spa and skincare industry. The successful combination of powerful natural ingredients, cutting-edge formulation technology and proven clinical trials has enabled Elemis to bring to market some of the most influential anti ageing homecare products and professional spa-therapies the beauty industry has ever seen.

timetospa is a lifestyle destination for the spa lover and the official spa shop for the British brand Elemis and La Thérapie.

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