



BEAUTY

press release
Amsterdam, 5 January 2016

Your skin as clear as water

Cleansing the face is an essential part of skincare, but many women find it rather time consuming. With the new HEMA 3-in-1 micellar cleansing water, that is no longer an issue. Micellar cleansing water cleanses, refreshes and removes make-up from your face, eyes and lips quickly and easily. Available at all HEMA stores and at hema.nl from 11 January.



cleansing

We all know that it's important to cleanse your skin but it's a pity that it takes so much time. HEMA's new 3-in-1 micellar cleansing water makes cleansing fast and easy. With this product you can remove dirt, sweat and excess sebum from your skin with one product, thereby helping to prevent a dull complexion, impurities and blackheads. Apply onto cotton wool and gently wipe over the face. After use, your skin will feel squeaky clean and hydrated.

Another good reason to cleanse your skin well: cleansed skin is much better able to absorb face cream! The result is even softer skin.

mild and hydrated: even for sensitive skin

Thanks to micellar technology, your skin is thoroughly yet gently cleansed. Its softening formula contains no alcohol, perfume or colouring agents and is therefore suitable for sensitive skin. Aquaxyl™ ensures water retention and helps skin stay hydrated. HEMA 3-in-1 micellar water is dermatologically tested.

Notes to editors:

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Press information

Ever since 1926, HEMA has been making daily life easier and more enjoyable for its customers. With products that stand out because of their good quality, attractive design and affordable prices. HEMA has more than 700 stores in 7 countries, 11,000 employees and around 32,000 products and services. HEMA makes the ordinary extraordinary.