



*Cristalle de Paris Pte Ltd*  
巴黎水晶私人有限公司

NEWS RELEASE

For immediate release

## Clear blemishes, whiten and lift ages off your face with **Lemieon™** – Cristalle de Paris' latest proprietary formulation

*SINGAPORE, July 24, 2007* - From the highly renowned labs of Cristalle de Paris comes **Lemieon™**, the latest in beauty care technology. **Lemieon™** is a breakthrough of Dr. Micheline Ong, founder and CEO of Cristalle de Paris Pte Ltd – the market leader in beauty care, and one that is the equivalent to Botox, chemical peel, laser, and IPL beauty treatments but with absolutely no downtime, and is non-invasive.

Cristalle de Paris, established in 1986, is a company rich in history and with immeasurable experience in the beauty industry. Under the dedicated and objective leadership of Dr. Michelin Ong, the company has blossomed into an internationally renowned beauty care provider, serving celebrities and royal dignitaries around the region.

Firmly following the beliefs of constant innovation and skills training to improve the services and products the company has to offer, Dr Ong, together with her team of dedicated and highly qualified scientists, combined the latest in nanotechnology and the enhanced *NEWPlantcenta™* formula of the world's first 100% plant-based formula made from organic plant extracts and fresh essence of pearls, creating **Lemieon™** in 2007.

This latest innovation in the beauty care industry is specially concocted to lift years off one's age by improving skin tone and texture, lift and hydrate skin, and even out pigmentation. Non-invasive and posing absolutely no side effects, **Lemieon™** is highly versatile in its methods of application. It can also improve the firmness of one's skin and make it smoother, reducing lines and wrinkles.

**Lemieon™** is essentially a total skin defense formulae targeting at 5 specific functions namely:

- Whitening
- Lifting
- Anti-ageing
- Detoxifying
- Pore reduction

*What Lemieon™ can do for you:*

- Ease fine lines and wrinkles
- Lighten pigmentation and dark spots
- Diminish acne and corrects problem skin
- Reduce scarring
- Diminish open pores
- Whiten, smoothen and redefine skin texture
- Increase hydration for overall skin health
- Tighten and tone skin
- Improved sun damaged skin
- Balance sebum level
- Removes whiteheads and blackheads
- Treats dark eye rings/puffiness
- Detoxify the skin

**Cristalle de Paris Pte Ltd**

56 Temple Street Singapore 058601 Tel: (65) 6323 5037 Fax: (65) 6323 2859



*Cristalle de Paris Pte Ltd*  
巴黎水晶私人有限公司

**Lemieon™** works by delivering active ingredients that are many times smaller than 1/100,000<sup>th</sup> the diameter of a human hair, thus ensuring full penetration of ingredients into the skin. Application is simple and fuss-free, with results noticeable from the very first treatment.

Customers who have undergone **Lemieon™** were amazed to experience immediate firming and whitening of their face or body with just one treatment. Additionally, with just one treatment, active acne will improve dramatically, and patients with poor skin texture, uneven pigmentation, enlarged pores and acne scars will see immediate improvements.

For optimal results, multiple treatments, carried out over a few short weeks, are usually required. However, the number of treatment sessions varies according to the specific conditions and requirements of each individual.

With each **Lemieon™** formula specially prepared for each customer, depending on his or her skin condition, **Lemieon™** is suitable for all skin types and conditions. This also ensures that there are absolutely no side effects or risks involved. **Lemieon™ is specifically concocted on the spot according to the patients' needs to feature non-invasive, non-ablative and non-laser techniques and formulation, allowing it to be performed on almost anyone.**

The level of technology involved in the creation and application of **Lemieon™** is parallel to that of other beauty solutions, such as botox, chemical peel, laser, and IPL treatments, which are sought after by many. It is also proven highly successful in providing desired results, exceeding expectations in certain cases.

Absolutely pure and free of preservatives, the plant-based **Lemieon™** is the best treatment any one in the beauty industry can offer.

More than happy to see the effectiveness and success of her business ideology and directions achieving her objectives in terms of a pool of talented, dedicated employees and most importantly her regular, loyal clientele, Dr Micheline Ong is proud to offer her customers the best in beauty care treatment. "Ever since we started, we have positioned ourselves to cater to a niche group of clientele, those who value quality services and products without any celebrity endorsement. This strategy has proven successful. My greatest satisfaction is offering my customers exclusive quality treatment, most importantly seeing their delight and confidence with the instant results", says Dr Micheline Ong.

Cristalle de Paris stands by its philosophy of providing its customers with the best in quality and technology. The company's highly acclaimed *SKIN WORKOUT* from its Cristalle 21 Skincare Series has yet again been awarded the Watson's Best Selling Product in September 2007 in the second year running.

Having won over the conviction of local and international beauty professionals, there is much more to anticipate from Cristalle de Paris with **Lemieon™** – the high performance, result-proven formula that provides a convenient, painless and effective solution for your personal beauty needs.

- ENDS -

---

*For exclusive interview with Dr Micheline Ong, Dr Micheline Ong's personal professional pictures, or product pictures/photostyling, please contact:*

Agnes Tay  
Marcoms Director  
HP: +65 9477 7838  
E-mail: [agnes@atmc.com.sg](mailto:agnes@atmc.com.sg)

Sim Siva Sally  
PA / Media Executive  
HP: +65 9105 1888  
E-mail: [sally@atmc.com.sg](mailto:sally@atmc.com.sg)

---

**Cristalle de Paris Pte Ltd**

56 Temple Street Singapore 058601 Tel: (65) 6323 5037 Fax: (65) 6323 2859