

## AWARD WINNER

### “BEST REJUVENATING MASQUE”



Press Release: South Africa, October 2023

**Environ Skin Care’s most awarded product Revival Masque, hailed as a “Facelift in a Jar”, has once again proven its worth by winning the prestigious title of “Best Rejuvenating Masque” at the 2023 Woman and Home Beauty Awards. This latest accolade adds to the long list of recognition received over nine years and it’s a testament to the product’s effectiveness as well as popularity among Skincare Professionals, consumers, and beauty experts alike.**

The Woman and Home Beauty Awards are highly regarded in the beauty industry, with winners chosen based on rigorous testing and evaluation by a panel of beauty experts. Hundreds of beauty products are reviewed each year in the respective categories across skincare, make-up, haircare, and fragrance. Winning the title of Best Rejuvenating Masque is a significant achievement for Environ and further solidifies its reputation as a leader in scientific skincare innovation.

Revival Masque launched to the world in 2014 as the passion project of Environ Founder and Scientific Director Dr Des Fernandes. It’s known for its rapidly noticeable rejuvenating effects on the skin thanks to the unique combination of Lactic, Asiatic and Mandelic Acids. These specialised acids work powerfully together to improve the appearance of skin tone, texture, and hydration, leaving it looking visibly firmer, tighter, and more radiant.

*“The addition of Revival Masque to your evening skincare routine will deliver augmented revitalisation effects. The acids combined with the relatively low pH of the formulation assist to stimulate the production of regenerative growth factors from keratinocytes and fibroblasts. Skin cells are “shocked or threatened” and as a result, and Early Growth Response (EGR DNA chain) is exposed which stimulates the release of growth factors and regeneration. This is the “facelift” effect I wanted to achieve”.*

Dr Fernandes explains the powerful “facelift in a jar” effect.

In her review of the Revival Masque, Woman&Home judge, Cynthia Gwebu described Revival Masque as, *‘Hydrating with a gel-like texture that feels cooling and comfortable. The skin feels rejuvenated after just one use - which delivers on its promise.’*

Whether used as part of a regular skincare routine or for special occasions, Environ's Revival Masque continues to shine as a prime example of the brand’s ongoing commitment to scientific leadership in Professional Skincare. For over 30 years, Environ has remained at the forefront of skincare science and innovation with revolutionary product formulations that have been proven to make a real, lasting difference to skin.

For media enquiries, please contact [xx]

#### ABOUT ENVIRON

Environ Skin Care is a globally recognised and loved professional skincare brand that is built on science, beauty, and care. Since 1990, Environ has used the science of beauty to change the way the world sees skincare.

The introduction of vitamin A to skincare formulations was a ground-breaking development, first successfully included in cosmetic products by top plastic surgeon, skincare pioneer and Environ founder Dr Des Fernandes. His sister, Val Carstens, Environ’s Chairman, has built the brand from a dream to a global success. Today the brand has over 140 products in more than 70 countries.

Environ has received over 100 international awards which have recognised the brand for its outstanding products, most recently being voted Top Medical Skincare Line of the Decade in the highly revered Aesthetic Everything®. Aesthetic and Cosmetic Medicine Awards.

Environ is favoured by international skincare therapists, the medical fraternity, beauty editors, aestheticians, and film stars. Visit [www.environskincare.com](http://www.environskincare.com) for more information.

