

Beauty 16/03/2010

## From 30 Onward...More Energy for Your Skin

Rosa Girona - 16/03/2010

Wrinkles, dullness and decreased firmness. These signs of aging become more and more evident once 30 is in the rear-view mirror. To keep up the rhythm of youthful skin, Vitesse now launches Excellent Coral, a cosmetics line especially created to provide skin resistance, energy and splendour. Continual cellular renovation affords skin a healthy, beautiful appearance. Yet from 30 onwards, renovation slows down... At this age, the finest cosmetics treatment attack on three distinct fronts. One: combat premature aging caused by environmental aggressors, sunlight in particular. Two: protect cellular DNA to help preserve cells' renovation properties. And three: lend the cells the energy they need to keep up the rhythm of youthful skin.



### Marine energy for the skin

The new cosmetics line Vitesse Excellent Coral comprises 5 treatments that pave the way to revitalised skin. Cellular Energy Day Cream, Cellular Energy Day Cream SPF15, Cellular Energy Night Cream, Cellular Energy Eye Brush, Cellular Energy Fluid Perfect Skin.

At the heart of this formula, we find two novice ingredients. The first is red Mediterranean coral (*Corallium Rubrum*), a natural ingredient with a high mineral content, including calcium, magnesium, copper, zinc and manganese. It strengthens the dermal barrier against external agents, producing skin that fairs better in the passing of time. The second is Vita-Peptide<sup>TM</sup>, a powerful ingredient that lends cellular activity energy and strength, protects cellular DNA and helps keep up cells' regenerative powers, the key to halting cellular aging and prolonging skin's youthful look. All products feature fluid, comfortable textures and come in attractive containers with red coral cases, the colour of energy, emblematic of the new line. Elsa Pataky is the image behind Vitesse Excellent Coral, a woman, who at 30, boasts perfect skin.