



PRESS RELEASE

For Immediate Release

**Dr. Wendy's<sup>®</sup> 100% Botanical Skin Care is attending the Natural and Organic Products Europe show at London Olympia, 11 - 12 April 2010, following its successful UK launch in 2009.**

Dr. Wendy's 100% Botanical Skin Care, the premium natural skin care brand which is made in New Zealand, has had an exciting 2009 in the UK since partnering with LUCYROSE. LUCYROSE specialise in selling natural skincare ranges to a retail customer base. After testing the market with Dr. Wendy's products, LUCYROSE has agreed to act as the exclusive distributor in the UK.

The presence of company representatives at Natural & Organic Product Europe (N&OPE) will ensure the brand is introduced to a wider wholesale market in the UK. Dr. Wendy's products will suit both niche stores which specialise in natural skincare, as well as beauty salons and health clinics as the range is also available in salon sizes.

Dr. Wendy's will introduce its full range in its new colour coded packaging at N&OPE. Improvements to the formulations have also been made with the inclusion of more New Zealand grown organic ingredients such as Hempseed Oil and Extra Virgin Olive Oil. Many of the key ingredients are sourced locally in New Zealand direct from the growers, reducing the environmental impact of long distance transport.

Alongside the new packaging, Dr Wendy's is launching an additional product to its current range of 15 skincare products, which was developed following market research carried out in 2009. ULTRA TREAT White Tea serum contains an organic White Tea extract which has antioxidant properties as well as soothing botanicals such as organic Aloe and Argan Oil to assist with moisturizing the skin.

Dr. Wendy's 100% Botanical Skin Care will be at **stand 3116** in the health and beauty pavilion. Company founder, Dr. Wendy Maddocks-Jennings will be in attendance along with LUCY ROSE owners, Matt and Sarah Heenan. The full product range will be available to test, and sample products and press kits will be available.

In the competitive skin care market, Dr. Wendy's products have a clear point of difference which consumers readily identify with. The range is the only commercially produced range of skin care from New Zealand which is completely plant derived in every ingredient and every product. This has appeal both to consumers who are following a vegan or vegetarian lifestyle as well consumers who wish to avoid synthetic chemicals and ingredients such as beeswax or honey for allergy reasons.

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## Notes to Editors:



**Picture:** Dr Wendy's Botanical Skin Care range in its new Colour-Coded Packaging.

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