

L'Action Paris will be launching into the Australian market in July/August 2018. Known for setting the standard in must-have DIY beauty solutions, the wide collection of face and hair masks to spa facials and patches, the treatments have been designed to be used at-home or on-the-go. Shima Shahbazi, Marketing Co-ordinator of McGloins Supertex, the Australian distributor of L'Action Paris says, "We were really impressed with the wide range of beauty solutions the L'Action Paris range offers. Plus, their compact size makes them perfect to pop in your handbag or as a travel companion that can be carried in your airline hand luggage. The masks are great for rehydrating the skin prior to landing." Currently sold in over 40 countries on four continents around the world, there are over 50 different products that will be available in Australia. With 3 product ranges, L'Action offers adapted solutions to cover specific needs for various skin types: SPA TIME – Masks, patches and scrubs enable to take care of the skin at home just as a beautician would! ONE MINUTE SOLUTION – Genius quick fixes! The fast product application targets specific areas and needs for a dedicated action on the face, nails or hair. THE OVERNIGHT SOLUTION – Treatments will be applied at night for a more in depth treatment. All products in the collection include natural active ingredients, are developed in their Paris laboratory, are dermatologically tested and are NOT tested on animals. "Made from the highest quality ingredients sourced from around the world, the products are extremely effective, giving visible results fast," said Shima. The L'Action Paris Collection to be available in Australia will include: Face Masks & Patches: Mud masks, spa masks and speciality patches and strips. 1 minute lip enhancer, scrub and retinol lip stick. Hair cover sticks and intensive masks for all hair types. Eye lash treatments, eye bag minimisers, eye lifting gel. 1 minute nail repair, contour and hardener and cuticle pen. The L'Action Paris range of products will be available on the new McGloins Supertex online shop when it launches in July 2018, with RRP's ranging from \$4.95 to \$19.95. www.mcgloins-supertex.com.au

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