

## **Innovative Beauty Serum, Containing Pure Jade, Launched.**

*Nephria is a high end range of luxury beauty and skin care products, made with pure Jade from a unique source in the Orient. Nephria provides the ultimate in cleansing, exfoliating, nourishing and moisturising, together with major rejuvenative and restorative benefits for the skin and complexion. Regular use with Nephria products will help to restore the skin to its peak, no matter what age, skin type or colouring.*

Hampshire, UK, 26 July 2010: Nephria announces the launch of its innovative new Beauty Serum, containing pure Jade, Myrrh, Green Tea Extract, Glycerin and Hyaluronic Acid. The Nephria Jade Serum is the latest of the beauty and skin care products to contain pure Jade, from a unique source in South Korea. Jade is the original beauty ingredient, with over 5 000 years of use by empresses of the Orient. This Serum is quickly absorbed into the skin and has a lovely nourishing and moisturising effect on all complexions.

Charlotte Newbert, who created and founded Nephria, said, "Serums have been the best kept secret of the beauty industry. Similar to a moisturiser in design and purpose, the Nephria Jade Serum contains highly concentrated ingredients and is absorbed into the skin quickly and more deeply for a more intensive effect."

Because the Serum is so readily absorbed, its high concentration of skin-benefiting ingredients deeply penetrates the skin, producing dramatic and long-lasting results. The Nephria Jade Serum is, in effect, a multi vitamin for the skin and complexion – nourishing, enhancing and boosting its performance.

The Serum is designed to smooth, soften and hydrate the skin, which minimises the look of wrinkles and fine lines. It will tone, even out and brighten the skin, making it look healthy and radiant.

Andrew Mills, her husband and fellow Director, added, "Using the Serum before bed helps boost nightly cellular renewal, to reduce the appearance of wrinkles while increasing skin density by restoring essential moisture from within. Over night the skin is being repaired and this is the ideal time to use this great restorative product. The user will feel the skin become softer, smoother and perhaps even a little tighter."

Packaged in a beautiful glass phial and containing 40 ml of pure Serum, this is a lovely addition to any beauty table. The Serum will penetrate deeper into the skin's layers than moisturisers, which is why it is so effective for brightening and anti ageing treatment. The Nephria Serum is suitable for any skin type or colour.

To learn more about Nephria and the other products available, please visit [www.Nephria.com](http://www.Nephria.com), or contact:

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A Media Kit including photographs is available from [www.Nephria.com](http://www.Nephria.com).

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