

French Skincare Experience Made Time- & Cost-Effective



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Lazada and Vichy partner to deliver smoothest skincare experience

BANGKOK, Thailand: After collaborating with Lazada #LazadaTH for almost two years, Vichy, Europe's number one dermo cosmetic brand that is 100% imported from France¹, launches its newest products on www.lazada.co.th/vichy-thailand/. It is a set of three mineral facial masks, made from potent natural health actives and Vichy mineralizing water from French volcanoes known to effectively rebalance skin's pH and thus strengthen the skin. With this new launch, the efficiency of skincare has been brought to another level thanks to its unparalleled efficacy and ease of use. They are available exclusively on Lazada which will be hosting its annual Online Super Sale from 21.11 - 14.12.2016.

Vichy's newest set of facial masks includes the Quenching Mineral Face Mask, the Double Glow Peel Face Mask and the Mineral Pore Purifying Face Mask. They are highly specialized products that each serve a unique purpose. The Mineral Pore Purifying Clay Mask is made of two types of Kaolin from Britain and Bentonite from the United States. Formulated with two white clays, Kaolin from Britain and Bentonite from the United States, the mask purifies and refines pores for the perfect skin detox. The Double Glow Peel Face Mask with volcanic stone and AHA to gently peel off dead cells for a refined skin texture for a bright and luminous tone. This fresh watery gel has a light fragrance of peach, white musk and black tea for a pleasurable masking experience. The Quenching Mineral Face Mask helps boost hydration and soothe thirsty and uncomfortable skin. This refreshing water-gel with a light fragrance of green tea, jasmine water and bamboo acts as a cold glass of water for the instant freshness, while Vitamin B3 calms inflammation, soothes skin and leaves skin looking radiant. These masks are quick fix skin saviors for women with not much time on hand. From their immediate effects, sensorial textures and Vichy water enriched formulas, Vichy masks are ready to answer to all of your skin needs in just a few minutes.

The set of these beauty cabinet heroes can be purchased online exclusively at Thailand's biggest e-commerce website, Lazada at www.lazada.co.th/online-super-sale/. There Vichy offers a wide range of products and has been strongly growing in popularity among both male and female shoppers. Vichy's new set is available at a competitive price of THB 599. To make shopping for Vichy products at Lazada even more interesting, great promotions take place weekly and delivery is free for orders more than 99 thb. This quick service makes it super simple for buyers as they receive the desired product within a very short time and at a very reasonable rate.

During its special Online Super Sale #LZDsupersale from 21.11. - 14.12.2016, Lazada will offer steep discounts on its extensive range of Vichy products. This sale will be Southeast Asia' biggest online shopping event with more than 1,000 local and international brands participating. For the 2016 Online Super Sale, the theme is 'Brands for All'. During the event, consumers can discover more than 190,000 deals including offers from international and local brands such as Vichy.

"The best deals of the year are just a click away! 2016's Online Super Sale will be the biggest sale offering the best value from the most popular brands. We hope that shoppers will find joy in every parcel when they shop with us during the sale," said Alessandro Piscini, CEO of Lazada Thailand. Findings by IMS Europe 8 -YTD November 2014 (face care, anti-aging & hair care products) with results depending on the skin type.

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About Vichy: Vichy is Europe's number one dermo skincare brand. Founded by Dr. Haller in the heart of France in 1931, Vichy is among the first French doctors brands trusted by millions of women around the world. All Vichy products combine Vichy Mineralizing water rich in 15 minerals with powerful natural health actives to treat specific skin concerns. The results are immediate healthy radiance and durably more beautiful skin.

About Lazada Group

Lazada Group operates Lazada, Southeast Asia's number one online shopping and selling destination, with presence in Indonesia (www.lazada.co.id), Malaysia (www.lazada.com.my), the Philippines (www.lazada.com.ph), Singapore (www.lazada.sg), Thailand (www.lazada.co.th) and Vietnam (www.lazada.vn).

Launched in March 2012, Lazada is pioneering eCommerce in the region by providing customers with an effortless shopping experience with multiple payment methods including cash-on-delivery, extensive customer care and easy returns. Lazada features a wide product offering in categories ranging from consumer electronics to household goods, toys, fashion and sports equipment. Lazada offers brands and sellers a marketplace solution and an ecosystem of partners providing direct access to about 560 million consumers in six countries online.