



NEUTROGENA HYDRO BOOST LAUNCH

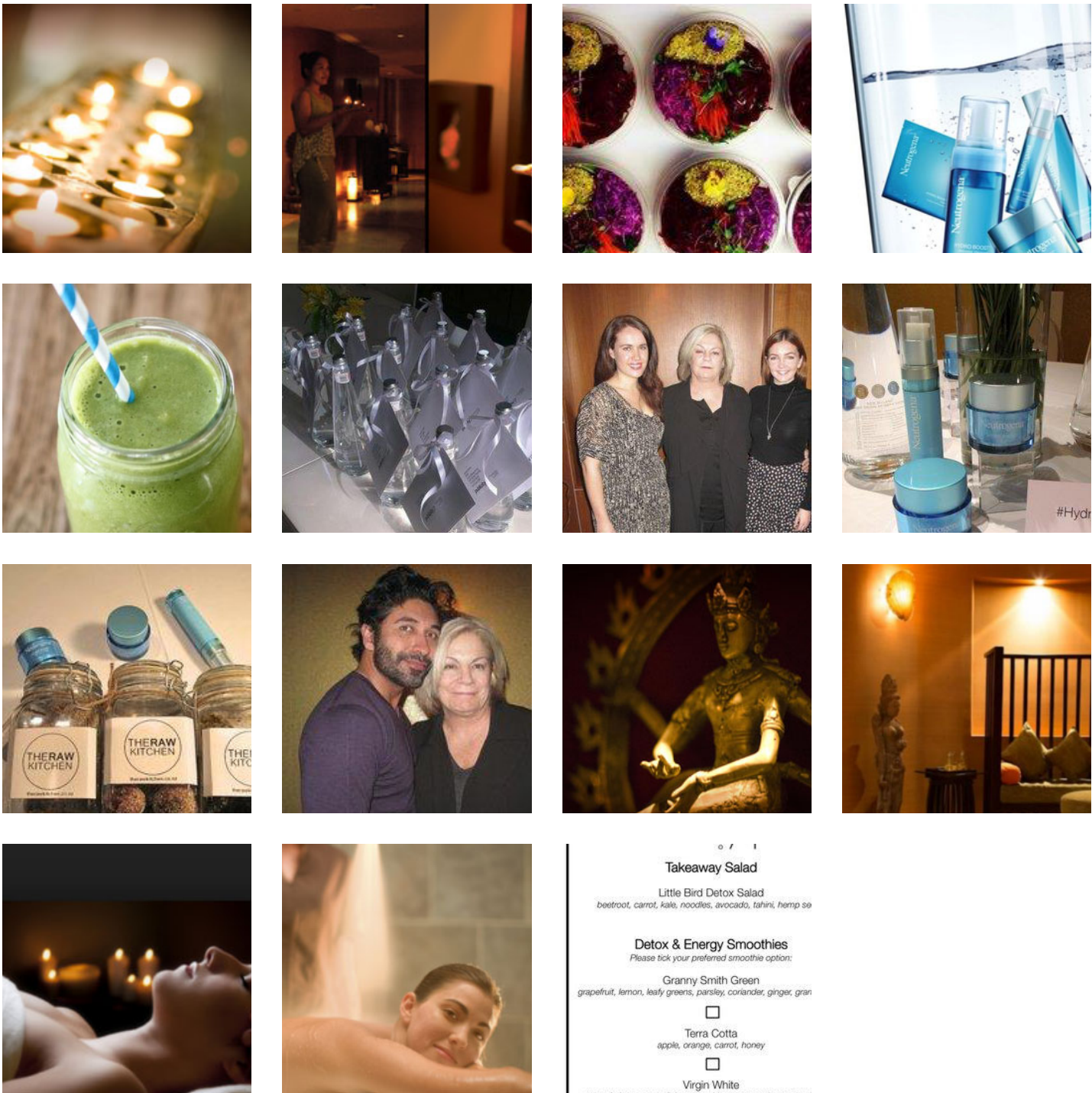
July 29, 2014



Their most premium, luxuriously hydrating moisturising line yet, Neutrogena® launched their latest in facial skincare with the Hydro Boost Range. The first Neutrogena® line to contain highly purified Hyaluronic Acid, the range plumps the skin and provides ultimate moisturisation.

To launch the innovative new range in New Zealand, select beauty media were invited to an exclusive hydrating experience at East Day Spa. Before being whisked off for a moisture replenishing Vichy Shower and rejuvenating massage, editors sat one on one with J&J PR and Marketing Manager Vicki Wright for a personal introduction to the range where they got to try first hand the luxury products.

After experiencing ultimate hydration and relaxation, editors left with a detox salad, smoothie and the full range in tow, allowing them to trial the luxurious new line before it is released into the NZ market in September 2014.



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