

INTRODUCING POUR MOI
THE WORLD'S FIRST CLIMATE-SMART™ SKINCARE TO DEBUT AT
2017 INDIE BEAUTY EXPO

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Pour Moi, the world's first climate-smart™ skincare line, is set to debut tomorrow at Indie Beauty Expo (IBE) in New York. The eight-piece skincare line, comprised of four Day Creams, two Serums, a Hydrating Balancer, and a Night Cream, raises the bar on skincare efficacy by leveraging the changing properties of climates. This scientifically developed line introduces a brand new, patent-pending method of how to use premium skincare, utilizing climate-smart beauty technology found exclusively in the Réponse du Climat® collection.

Unlike conventional skincare products, Pour Moi's innovative Day Creams utilize the world's first effective Climate Energized Beautifiers™ (CEBs) to follow along when skin changes with the climate, geographical or seasonal. Different types of climate-smart CEBs are uniquely formulated in line with specific climates to optimize skin-saving results across a wide spectrum of weather elements, man-made conditions, and pollution levels. Four variations of climate have the most influence on how skin behaves—temperate, tropical, desert, and polar—and Pour Moi tackles each with unique blends of hydrators and active ingredients.

Naturally, IBE was the perfect place to debut such a unique and groundbreaking brand. Founded by celebrity esthetician, Jillian Wright, and entrepreneur, Nader Naeymi-Rad, the Indie Beauty Expo was established to help the fast-growing category of indie brands connect with buyers, press and consumers. Unsatisfied with the options available, Jillian and Nader formed IBE to provide a solution specific to market-ready indie brands.

“Indie Beauty Expo is the perfect launching pad for a stellar brand like Pour Moi. Pour Moi has the opportunity to teach people how to think differently about their skin,” explains Indie Beauty Expo Co-Founder Jillian Wright. “Rather than the typical ‘skin type’ model, Pour Moi bases their regimen on climate, a brilliant way to approach self-care. Whether you spend year round in one climate or are the globetrotting traveler, Pour Moi helps you achieve healthy skin anywhere you go.”

Founder Ulli Haslacher is excited to share Pour Moi with attendees, beauty experts and enthusiasts who are always searching for the latest product innovations. “An adaptive skincare routine is a necessity for today's consumer in increasingly challenging environments, and we are thrilled to be the first to deliver this one-of-a-kind collection to consumers,” says Ulli Haslacher, founder of Pour Moi. “When skin is in harmony with its environment, skincare ingredients work at their optimum levels, penetrating deep for maximum hydration, youthfulness and glow, meaning our users can have a truly happy face, anyplace.”

WHERE TO BUY: PourMoiBeauty.com

ABOUT THE POUR MOI BRAND

Pour Moi Beauty LLC is a U.S. beauty brand specializing in skincare, co-founded in 2014 by European beauty expert Ulli Haslacher and business veteran Frank Assumma in Upland, California. Being a skincare enthusiast and frequent traveler, Ulli paired up with a team of international scientists to secure a niche in the beauty world—climate-smart skincare. With scientific research validating that skin function changes in individual climates, each Pour Moi product delivers results with formulations that adapt the skin to optimize the particular climate. For more information, visit www.PourMoiBeauty.com.

**FOR MORE INFORMATION, PRODUCT IMAGES AND SAMPLES:
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