

Kaldewei Skin Touch: Bathing pleasure with re-juvenating results

Natural power of oxygen produces revolutionary beauty and health effects

St. Ives, December 2015. – More supple, smoother and younger looking skin after just one bath: the new beauty sensation “Kaldewei Skin Touch” turns a bath into a fountain of youth. The system uses the revitalising effect of pure oxygen, producing an incomparable bathing experience with unique cosmetic results.

Kaldewei Skin Touch combines the ultimate relaxation of a bath with luxurious, deep-penetrating body care. Microfine air bubbles flow into the bath water and enrich it with natural oxygen, producing an instantly noticeable anti-aging effect. Cell production and circulation are stimulated, skin is deeply cleansed, lines and wrinkles are smoothed – all entirely without bath additives. The tiny air bubbles disperse evenly through the tub like a delicate bath milk, softly caressing the body. The result is skin that feels velvety-smooth and silky from head to foot and stays that way long after a bath as well.

With Skin Touch, a bath in a Kaldewei bathtub made of natural steel enamel is transformed into a deeply satisfying regeneration and body care experience. A discreet jet enriches the water with tiny bubbles of air which are up to 100 times smaller than those in whirl baths and significantly increase the oxygen content of the bathwater. Skin Touch is available for most of the approximately 200 Kaldewei bathtubs. It is fitted flush with the side wall and operates at a very low volume – the absolutely ideal conditions for a relaxing beauty bath!

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Hydrated Skin is Healthier Skin

In addition to revolutionary beauty effects, Skin Touch also delivers healthier skin. The bubbles are so tiny that they enter the skin's pores to hydrate the skin which can relieve irritation from common conditions like eczema and psoriasis. This penetration of the skin, which is the body's largest organ, allows Skin Touch to more effectively promote wellness than traditional whirlpool systems: it improves circulation, releases toxins and increases cardiovascular activity.

Skin Touch is like having your own health and beauty spa in the comfort of your own private bathroom. It delivers a difference that you can see and feel long after you have taken a bath and not just while you are soaking in the tub.

Available from January 2016, there are two versions of Skin Touch, Choose from the standard version with on/off control or Skin Touch Emotion which includes an electronic control panel and mood enhancing spectral lighting.

For more information about Kaldewei Skin Touch go to:
<http://newproducts.kaldewei.co.uk/en/skintouch.html>

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About Kaldewei

Franz Kaldewei GmbH & Co. KG is a worldwide partner for high-quality bathroom solutions made of unique Kaldewei steel enamel. With a portfolio of over 500 shower surfaces, bathtubs and washbasins, the premium manufacturer provides perfectly coordinated solutions for project business and private clients – featuring a uniform material throughout and harmonious design. Kaldewei steel enamel products have demonstrated their distinctive material advantages in the bathroom over decades. The company has been recognised as a “Brand of the Century” and, thanks to its collaboration with internationally renowned design companies, has received over 100 design awards. Founded in 1918, Kaldewei is now represented in more than 70 countries around the world, either by its own subsidiaries or by sales partners.

Source: Franz Kaldewei GmbH & Co. KG. Copy requested.

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UK press contact:

Esprit PR Ltd.

Tracy Bates

Suzanne Binfield

Cedar House

Kiln Way

Grayscott

Hampshire, England

Tel. +44 1428 714 546

tracy@espritpr.com

suzanne@espritpr.com

Further information and illustrations are available from Kaldewei's virtual press office: www.kaldewei.com

Captions:

1_Kaldewei_Skin_Touch



Image source: Kaldewei

Kaldewei Skin Touch adds a completely new dimension of deeply satisfying relaxation and body care to the bathtub. The natural power of oxygen – in the shape of microfine air bubbles – revitalises skin cells, producing an exhilarating, rejuvenating sensation. Skin feels noticeably suppler and smoother.

Pictured: Kaldewei Conoduo with Skin Touch

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2_Kaldewei_Skin_Touch



Image source: Kaldewei

The tiny bubbles of air flowing into the tub disperse evenly through the bath like a delicate bath milk, gently caressing one's body. Skin Touch is available for most of the approximately 200 Kaldewei bathtubs.

Pictured: Kaldewei Conoduo with Skin Touch

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3_Kaldewei_Skin_Touch



Image source: Kaldewei

The result of a bath with Kaldewei Skin Touch: velvety-smooth, silky skin from head to toe that stays that way long after a bath as well.