



## GREEN TEA GOODNESS

Korean brand Amorepacific harnesses the anti-ageing powers of green tea leaves for its newest moisturiser

KOREAN FOOD, KOREAN FASHION, Korean television: there's no doubt that Hong Kong has fallen hard for all things Korean over the last year, and Korean beauty is no exception.

It's no surprise then that Amorepacific, Korea's largest cosmetics brand, has already built up a devoted following here thanks to its cutting-edge skincare products. Its latest innovation, Time Response Skin Renewal Intensive Crème, is an ultra-rich moisturiser available exclusively in Hong Kong. Developed especially to combat dry skin, the cream stimulates

the regeneration of skin cells, resulting in powerful anti-ageing benefits.

The secret behind this miracle moisturiser is Amorepacific's pioneering Advanced Time Response Complex, derived from first-sprouted green tea leaves. If you thought making beauty products was as simple as swirling a few ingredients around in a jar, think again; these leaves are handpicked when they're at their most potent – at first harvest before 10am, during 15 days in early spring, from the company's tea plantation on Jeju Island to be precise – resulting in a compound that's 2,000 times more powerful than vitamin E.

This ingredient is then coupled with Microfluids Technology – a revolutionary system developed in

conjunction with Harvard University – to produce Advanced Time Response Complex, which enhances skin renewal and restores vitality. Combined with other precious botanical ingredients such as Korean ginseng and bamboo, Time Response Skin Renewal Intensive Crème delivers long-lasting revitalising hydration that makes the complexion glow.

Those benefits can be amplified further by using Time Response Intensive Skin Renewal Ampoules, a four-week skin-enhancement treatment that acts as a rapid-fire rejuvenator for the complexion, thanks to an even more concentrated dose of the Advanced Time Response Complex. Improved elasticity, optimal smoothness, even skin tone and luminous radiance ... essentially, it's the best four weeks of tender loving care that your face could hope for. You'll never look at humble green tea the same way again!



[www.amorepacific.com](http://www.amorepacific.com)

ABOVE, FROM LEFT: TIME RESPONSE SKIN RENEWAL INTENSIVE CRÈME; TIME RESPONSE INTENSIVE SKIN RENEWAL AMPOULE; THE FOUR-WEEK TREATMENT SET