

FOR IMMEDIATE RELEASE

Simple Micellar Cleansing Water named beauty's best purchase-worthy product

Cut the drama. Get to bed

Englewood Cliff, NJ (Date)

You worked hard...all day. On the job. At home. You folded *and* put away the laundry, helped the kids with their homework.

Dinner? Done. And dessert. Dishes, baths, bed and...Netflix with bae.

You wake up from your Netflix nap. Where's the energy to wash and rinse, and then rinse some more? AND then tone...AND moisturize?

Save a step, or two and get to bed quicker.

Why Use Simple Micellar Cleansing Water?

The time you dedicate to your nightly cleansing routine is cut in half. And you still have clean, hydrated skin!

How It Works

Used with cotton rounds, micelles gently lift makeup and instantly improve skin's hydration by 90%. It unclogs pores with no rinsing required. Skin is clean. fresh. hydrated...in one step. No drying. No stripping.

It's easy to use and effective...Simple Micellar Cleansing Water Is *WINNING*.

So remarkable it won the coveted *Best of Beauty Award* from Allure Magazine in 2015 and 2016. It also took home *Cosmopolitan's Beauty Award* and *SELF Magazine's Self Approved Award*.

They Sampled it and...

"The Micellar [water] picked up what my \$85 cleanser left behind, leaving my skin so soft and hydrated." – kimpossible - Town, USA

"I found a full bottle of Micellar [water] in my mailbox, and I was very skeptical that it would work on my sensitive skin...My skin looked clean, felt soft, there was no residue." – crazycabana - City, USA

Compare and Decide

How does Simple Micellar Water stack up against other brands? Download this [Simple Micellar Water Review](#) blog to find out.

Find Simple Micellar Cleansing Water in the cosmetic section of major retailers, grocery stores, and drug stores. Or purchase it online at simpleskincare.com.

About Simple Sensitive Care Experts

The Simple brand was born in the UK in 1960 and was the first to create a cleansing product with no perfume and no color. This unique positioning was designed to care for sensitive skin. Today, Simple is the UK's #1 skincare range — made with no dyes, perfumes or harsh irritants that can upset your skin. Simple made its debut in the US in 2012 with products suitable for all skin types — especially sensitive skin — with skin loving ingredients and added vitamins for natural, healthy-looking skin. Simple® is a Unilever product. Source: simpleskincare.com

You can find more about this product at simpleskincare.com

Visit unileverusa.com or contact them at Unilever US, Inc., 800 Sylvan Avenue, Englewood Cliffs, NJ 07632 USA 800-298-5018 MediaRelations.usa@unilever.com

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~ While I was not hired to write this copy, it shows the quality of copy you can expect when you hire me.