

FOR IMMEDIATE RELEASE

Suu Balm launches Cooling Spray Moisturiser, an innovative convenience and cooling-focused format of its best-selling cream



Singapore, July 2024 — Following the success of its top-selling Rapid Itch Relief Moisturiser, award-winning local brand Suu Balm unveils its latest innovation: Suu Balm Cooling Spray Moisturiser. This ultra-light spray provides cooling itch relief in 5 minutes* as well as deep moisturisation, with 5x skin-identical ceramides to restore the skin barrier.

"With the launch of our body spray, we aim to offer a versatile solution that not only alleviates itch associated with eczema, psoriasis or dry, itchy and sensitive skin, but also comes with the convenience of on-the-go cooling relief, ideal for hot and humid climates", said Dr. John O'Shea, co-founder of Suu Balm.

While there are existing sprays in the market that claim to separately cool, moisturise or relieve itch, the Suu Balm Cooling Spray Moisturiser does all 3. It is formulated with Suu Balm's signature cooling menthol to calm and soothe irritated skin, alleviating sports-related or insect bite itch, or symptoms from heat rash and mild sunburns.

Like all the other products in Suu Balm's range, the Cooling Spray Moisturiser is paraben, steroid and fragrance-free. It is formulated by the National Skin Centre and has been proven hypoallergenic in a clinical study.

"The millions of products Suu Balm has sold around the region is an indication that we are meeting consumer needs for effective yet gentle anti-itch skincare products," added Jason Humphries, co-founder of Suu Balm. "People love Suu Balm cream and asked us for something they could use quickly and easily to cool them down when they are on-the-go, and we delivered. The best moisturiser is something that users will actually use, and

like our Rapid Itch Relief Moisturiser, our body spray has a texture that is non-greasy and non-sticky, making it the perfect product for frequent usage.”

The new spray bottles are slim and compact for easy on-the-go use, while the multi-angle spray allows for fuss-free application in hard-to-reach areas.

Suu Balm continues to be committed to sustainability efforts, with the spray bottles made from 50% recycled plastic and the boxes being fully recyclable.

For more information about Suu Balm Cooling Spray Moisturiser and Suu Balm’s comprehensive range of skincare solutions, please visit <https://suubalm.com>.

suu balm®

COOLING ITCH RELIEF IN 5 MINS*

THERE'S A NEW WAY!

suu balm®
BODY CARE
MOISTURISING SPRAY
RAPID ITCH RELIEF
DRY, ITCHY, SENSITIVE SKIN

Formulated by the
National Skin Centre,
Singapore

50ml (1.7 fl. oz.) / 350 sprays

NEW
COOLING SPRAY
MOISTURISER

- Menthol for fast, effective itch relief
- Deep moisturisation, with skin-identical ceramides
- Ultra-light texture for fast absorption on-the-go

*Data on file.

FORMULATED BY THE NATIONAL SKIN CENTRE, SINGAPORE

**Data on file*

ABOUT SUU BALM

Suu Balm, formulated by the National Skin Centre, Singapore and launched in 2015, has quickly become a household name in skincare. Our top-selling moisturiser is a testament to our brand's wild success in providing effective solutions for eczema-prone, dry, itchy, and sensitive skin. Suu Balm began with a pioneering dual-function body moisturiser, uniquely designed to alleviate itching rapidly while restoring the skin barrier. Over the years, we have expanded our range to include the Suu Balm kids range, body washes, facial care, and scalp series, all crafted with the same dedication to soothing and nourishing sensitive skin.

The brand is available in Singapore as well as regionally in Malaysia, Hong Kong, Thailand, the Philippines, Indonesia, Taiwan, China, Australia, the UK, and the USA.

For more information on Suu Balm Cooling Spray Moisturiser and Suu Balm's other products, kindly visit www.suubalm.com.

Facebook page - <https://www.facebook.com/suubalm/>

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