

**For immediate release**



## **NEAL'S YARD REMEDIES BECOME THE FIRST ORGANIC COUNTER IN FACESSS**

18<sup>th</sup> July 2013, Hong Kong... Neal's Yard Remedies, the UK's first certified organic health & beauty brand has opened its first standalone counter in Hong Kong at Ocean Terminal this month becoming the first organic counter in FACESSS amongst 50+ of the most celebrated skincare and cosmetics names from around the globe.

Adopting the classic organic and natural theme of the brand, the new 150 square feet counter is furnished in a unadorned wooden tone with a touch of their signature navy blue to invite customers into the healing world of Neal's Yard Remedies. With a large range of over 50 aromatherapy essential oils and accessories in addition to the face and body products, there is a remedy to suit every body type and need.

To celebrate the opening, Neal's Yard Remedies is launching a rare discount offer from today until the end of July available exclusively at the FACESSS Ocean Terminal counter. Customers will receive a free hero organic Frankincense Hydrating Cream (20ml) for any purchase of \$800 or more; plus a special limited time 15% off discount when they spend \$1500 or more.

The new Neal's Yard Remedies counter:

Opening hours: 10:00 – 22:00 (Daily)

Address: FACESSS, Ocean Terminal, Harbour City Tsim Sha Tsui, Kowloon

Telephone: 2110 0393

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**Neal's Yard Remedies is also available from:**

**Neal's Yard Remedies Hong Kong flagship store**

Telephone: (852) 2155 0508

Address: 65 Hollywood Road, Central, HK.

Opening hours: 10:30am – 9:00pm (daily)

Neal's Yard Remedies ranges are also available from:

**10/10 HOPE (Eslite bookstore)**

Telephone: (852) 3419 6772

Address: L802, Eslite bookstore, Hysan Place, 500 Hennessy Road, Causeway Bay, HK.

Opening Hours: 10:00am – 11:00pm (daily)

**10/10 HOPE (Lab Concept)**

Telephone: (852) 5920 7079

Address: B11, Lab Concept, Queensway Plaza, 93 Queensway, Admiralty, HK.

Opening Hours: 10:00am – 9:00pm (daily)

**Notes to editor:**

**About Neal's Yard Remedies**

Founder Romy Fraser opened the doors of Neal's Yard in 1981 at Covent Garden, London. Neal's Yard is a British family owned company where all of the products are handmade in their eco-factory in Dorset, using home-grown and sustainably sourced, certified organic ingredients. Neal's Yard products are 100% natural with each ingredient having a specific purpose. With proven therapeutic properties to help benefit body, mind and mood, herbs and essential oils are essential to all produced products. "The strong passion of the brand to protect our precious planet is at the heart of everything we do." Jerome Muscat, CEO of Neal's Yard Remedies, Hong Kong Ltd. Neal's Yard is an eco-friendly company who were the first, nationwide, award winning high street retailer in the UK to become a Carbon-neutral company. The blue glass packaging used throughout the range of Neal's Yard products are recycled glass, the blue colour reflects 97% of UV light and therefore protects what is inside the bottle.

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