



PRESS RELEASE

ANNEMARIE BÖRLIND 3 IN 1 Face Oil awarded “Les Victoires de la Beauté” 2017 – 2018

(Calw, September 27, 2017) Paris played host to the 15th award ceremony of the “Victoires de la Beauté” on September 25, 2017. Among the prize winners was ANNEMARIE BÖRLIND with its 3 IN 1 Face Oil, which will be available in shops as of October 9 this year.

This is the first time in the history of the Black Forest-based natural cosmetics manufacturer that a product has been honored with an award before its market launch.

The “Victoires de la Beauté” awards originated in 2002 and are among the most prestigious beauty accolades worldwide. Over a period of several weeks, an independent jury of around 70 consumers evaluated the products up for the award. In the process, each product’s brand, name, and country of origin remain unknown.

The tests are monitored by laboratories that assure how test procedures take place, guarantee the proper general conditions, and ensure that the results of the panel assessment are objectively comparable.

The “Victoires de la Beauté” award is a mark of the consumers’ initial, non-biased opinions, based on genuine, uninfluenced product experience.

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