

France Sitilon | Paris Essence Will Be Launched Worldwide, the Internal Seminar to Unveiled the Secret of Youthful Skin



Paris, Jul 13, 2020 ([Issuewire.com](https://www.issuewire.com)) - "Sitilon packed the whole of Paris in a bottle." On July 8, 2020, French luxury legendary skincare brand Sitilon held an internal seminar at its Paris headquarters before the official launch of Sitilon Paris Essence. Based on the skincare needs of modern women, Sitilon presented industry-leading scientific research results and unveiled the secret of the "Golden Triangle of Youth". It uses high active oxygen hot spring water in the skincare field, demonstrating the strong strength of the group in technological research and development. Meanwhile, for the 2020 blockbuster—Paris Essence, an in-depth professional analysis was made at the R&D seminar, and it was agreed that the launch of this product will lead the skincare trend in the next 5 years.

At the seminar, Sitilon's board of directors once again clarified the Group's philosophy of product development, which is in-depth special research, high rigor and breadth testing. France Sitilon, as a benchmark brand in the industry, regards R&D as the core vitality of the brand. Sitilon has a number of comprehensive laboratories around the world, and has reached strategic cooperation with well-known laboratories, and is committed to achieving various breakthroughs in the research of various new beauty ingredients and beauty technology. With such a rigorous scientific research attitude, Sitilon's products have won the recognition and affirmation of many users include well-known celebrities by relying on ultra-high quality and reputation.

Paris Essence, Sitilon 2020's annual blockbuster, perfectly reflects the spirit of France Sitilon. In terms of ingredients and technology, Meribel thermal water was added to Paris Essence as Sitilon's proprietary secret formula. Meribel is located in the Alps, where the natural melting of alpine snow and

mountain rain and the mineralization of glacial sand layers form thermal spring water with unique healing function. In particular, the "oxygen" molecule contained in the thermal spring water is the most active living oxygen known so far. Its excellent beauty capabilities have fascinated royal nobles such as Sissi, Queen Victoria, and Henry IV.

In this seminar, in addition to internal R&D engineers and brand staff, special guests were also invited, they are art designers from all walks of life in the world. Sitilon is rigorous and serious in scientific research, and its pursuit of art and beauty has never stopped. Sitilon believes that skincare should be artistic and aesthetic. Therefore, the products launched by Sitilon are not only skincare products but also works of art, a symbol of aesthetics.

As the inspiration muse of Paris Essence, Raphael, international supermodel, fashion icon and artist, perfectly fit the aesthetics of the Sitilon Paris series. When art meets fashion, when aesthetics collides with beauty, the two complement each other and shine a unique light.



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