

Coming soon from DMK

DMK's popular *deep pore* and *milk cleansers* aren't going anywhere - they're now just a little bit different.

What's new?

milky clean & pure: To replace DMK's *milk cleanser*, *milky clean & pure* remains to be a balanced pH herbal cleansing milk recommended for dry, delicate or reactive skin. This new and improved formulation is now Lauryl, Laureth Sulfate and Paraben free. We have also removed all artificial colourants.

deep pore pure: *deep pore pure* is a gentle, non-alkaline cleanser that works to remove make-up, dirt and dead skin cells without drying - just like DMK's previous formulation, *deep pore cleanser*. This new and improved formulation is now Lauryl, Laureth Sulfate and Paraben free. We have also removed all artificial colourants.

*Directions for both new cleansers remain the same as their previous formulations.

What's changed?

While DMK never reformulate a product because it is bad, DMK decided to change formulations to comply with consumers concerns. The products remain just as effective as their previous formulations and clients should not see any change in their skin as they switch between their previous and new product.

The changes have only been seen in the base and preservatives. The herbs and active ingredients remain the same.

Why the change?

Over three years ago, concerns were raised against well-tested ingredients such as parabens. Therapists all over the world became concerned with using these ingredients as they saw a trend in clients wishing to avoid products containing these particular ingredients. DMK therefore decided to drop unpopular ingredients such as parabens and create SLS free cleansers.

Visit www.dannemking.com or call 02 8424 6600 for further information.