

SimySkin™ Announces Retail Partnership with Hudson's Bay

Full Range of SimySkin Products Available on TheBay.com



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Georges Benarroch, CEOWEST PALM BEACH, FL, USA,

SimySkin™, the premier skincare line—which produces age-specific anti-aging serums, creams, lotions based on vitamin B12 to correct, repair and reverse signs of aging—is pleased to announce its partnership with leading Canadian department store retailer Hudson's Bay's online store TheBay.com.

The entire range of SimySkin products is available on TheBay.com.

SimySkin CEO and Founder Georges Benarroch's strong links to Canada make the joint venture a natural pairing. SimySkin is still considered a best-kept secret by professionals and beauty insiders for the brand's ability to take the guesswork out of skin care.

The science-based line of French formulated and manufactured skin serums for the face, neck, and eyes are created around a numbers system that targets the unique skin needs of specific age ranges. SimySkin serums come in two phases:

- Phase 1 Maintenance & Prevention - addresses fatigue symptoms for ages 25 to 45
 - Phase 2 Recovery & Repair- ideal for ages 45+ as the serums reduce the appearance of wrinkles and improve elasticity
- In addition, SimySkin's US formulated and manufactured moisturizers, toners, cleansers, scrubs and masks are wonderful solutions for women as well men from 18 to 65 +.

“We are very flattered to enter into this partnership with an iconic store like Hudson's Bay,” says Benarroch. “This collaboration now gives Canadians access to SimySkin's luxurious serums and high quality products with the click of a mouse or the swipe of a finger,” he says.

Find SimySkin on TheBay.com. In addition, online just got even easier.

About SimySkin

SimySkin produces age specific, anti-aging serums and creams designed to ease the appearance of time, environment and stress. By combining advanced science with powerful natural ingredients, SimySkin effectively targets and reverses chronological and photo aging. The key ingredient in SimySkin is Vitamin B12, which promotes skin hydration and cell repair. With the benefit of over 15 years of research by its principals, SimySkin taps into the super powers of Vitamin B12 to enhance the beauty and health of skin.

Founded by Georges Benarroch and Dr. Uri Sagman, a well known Toronto (Canada), oncologist, SimySkin merges innovative anti-cancer investigative methods with extensive expertise in the Vitamin B12 pathway and in biological targeting technology with a deep understanding of the cosmeceutical industry. SimySkin emphasizes oncology over dermatology. The outcome is scientifically proven, potent, luxurious skincare that corrects signs of aging, preserves healthy skin and prevents future damage. The range offers formulas with more active ingredients than other retail solutions.

Combining the best of French and American formulation and manufacturing, all products are formulated and developed in France and the U.S and can be purchased individually or as part of a kit. Products have all conformed to rigorous compliance and testing regulations across USA, EU and Canada.

About Hudson's Bay Company

Hudson's Bay, founded in 1670, is North America's longest continually operating company. The Bay is the largest department store in Canada and owns Lord and Taylor (North America's oldest luxury department store) and Saks Fifth Avenue

For more information or for product images or samples, please contact KELZ PR : info@kelzpr.com

