

FOR IMMEDIATE RELEASE

Make Beautiful Happen with Panasonic Beauty

New line up of Beauty and Health Care series revealed, enhancing the total range of Panasonic Beauty products

Bandar Utama, 11 November 2017 – Panasonic introduced a new line up of Hair Care series and a new range of Leg Air Massager for the legs in a roadshow conducted in One Utama Shopping Mall, Petaling Jaya. An extensive show was put up in the Highstreet area to showcase to shoppers the extensive range of Beauty products that Panasonic has to offer.

The Managing Director of Panasonic Malaysia, Mr. Cheng Chee Chung said, “It is very important for us to continue to introduce more powerful and innovative products to the market. Consumers must be spoilt by choice in order for them to decide on what is best suited for their lifestyles.”

“Through such roadshows, we are able to show consumers, the range of products that we have to offer, continuously enhancing the lifestyle of Malaysian men and women”, Cheng added.

Make Beautiful Happen, Panasonic Beauty’s theme was launched in 2015. This slogan aims at promoting beauty in a bigger picture as beauty encompasses every aspects of one’s life and not looks alone.

“Beauty is all around us and can be beautiful moments or acts of beauty. Sometimes it’s up to us to make it happen”

Some of the key products that were introduced :

Hair Care Series

1. 2500W Hair Dryers - EH-NE82, RM269 and EH-NE81, RM219
New high wattage hair dryers with Ion Conditioning features for fast drying yet minimizing hair damage. With Advanced Heat Protection Sensor, air temperature can be automatically controlled to avoid excessive heating
2. Hair Straightener - EH-HS99, RM479
New nanoe hair straightener that provides straight beautiful hair that lasts throughout the day. With nanoe technology, moisture is delivered directly to the hair, giving a silky and shiny finish.
(refer to product attachment for detailed information)

Leg Air Massager

1. Leg Air Massager - EW-RAJ6-P422, RM1799 & EW-RAH6-K422, RM999

This new product massages a total of 12 points from the toe to the thigh, providing 8 different massage programs to suit the requirements of any individual. A reward for the legs, this Leg Air Massager is a relaxing way to end the day.

(full product catalogue is attached in Press Kit)

Also present on Saturday was the famous Hong Kong celebrity, Ms. Ali Lee. Her appearance was indeed meaningful as she shared with the public on her beauty tips, using Panasonic Beauty products. This indeed solidifies Panasonic Beauty products as the perfect tool for your beauty and health lifestyle.

About Panasonic Malaysia

Panasonic Malaysia Sdn Bhd is a sales, service and marketing company for the Panasonic brand of electrical and electronic products ranging from audio visuals, home appliances, air conditioners, indoor air quality, solar business, digital & video cameras, professional broadcasting equipment, system solutions, telecommunications, health & beauty care, batteries and lightings. All Panasonic products are available through our authorised dealers nationwide. For more information on Panasonic brand and products, visit our website at www.panasonic.com.my or call our Customer Care Centre at 03-7953 7600. For press members, download event and product press release and photos at www.pmpressroom.com

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