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**Panasonic Unveils New Facial Steamer (EH-XS01) with Nano-ionic Technology for Radiant, Nourished Skin**

* Nano-sized steam particles for deeper penetration of moisture into the skin
* Deep pore cleansing for proper removal of dirt and oils for moist, smooth skin
* Gentle and warm steam stimulates collagen creation for visible anti-aging effects

**Berlin, Germany (30th August 2017) –** As facial steaming becomes one of the hottest new beauty trends around, Panasonic introduce the EH-XS01 Facial Steamer with nano-ionic technology so you can get that post-salon glow, from the comfort of your own home.

We all dream of having flawless skin but often our busy lifestyles or bad habits can get in the way. Introducing the new Panasonic Facial Steamer (EH-XS01) into your daily skin routine means that stressful week, office air-con or extra glass of wine with dinner, does not need to result in dry, damaged or dehydrated skin.

Panasonic’s Facial Steamer is clinically proven to achieve remarkable skincare results. A recent study carried out by Princeton Research Company\* showed that after eight weeks of at-home use, the nano-sized steam particles increased skin moisture by approximately 130%. Unlike adding oils, such as moisturizing cream, to the skin, the Facial Steamer hydrates the skin itself. As a result, by the end of the study, the elasticity of the skin had increased by approximately 20% and fine wrinkles were also reduced. Additionally, it showed that continual use of the Facial Steamer reduced spots and pores by approximately 42%.

**Deep cleansing and moisturising**

Regular use of an at-home Facial Steamer will make your skin softer and clearer, while naturally refreshing the skin. Applying steam before and during cleansing helps warm and soften the skin, ensuring that you have properly removed oils, dirt, dead skin cells or any of that leftover foundation, leaving your face clean and refreshed.

The Facial Steamer introduces nano-sized steam particles - which are 18,000 times finer than regular steam particles - that absorb easily into the skin. The result: hydrated, deeply cleansed, elastic skin from the inside out, leaving you with a positively radiant complexion.

**Anti-aging effects**

Aging is a very personal subject for a woman but now, thankfully, it is possible to carry out natural anti-aging treatments in the privacy and comfort of your own home. A lot of how our skin ages is to do with how much collagen is within the structure of the skin. By using Panasonic’s Facial Steamer you are enhancing your skin’s elasticity and smoothness – heating up the skin increases HSP (Heat Shock Protein) which naturally stimulates collagen within skin layers. If you keep on replenishing collagen the skin will stay strong and line free for longer.

**Daily care routine**

The secret to healthy looking skin? It’s very simple; your daily skin care routine is everything. It doesn’t have to be expensive, complicated or take up too much of your spare time. With the new Facial Steamer (EH-XS01) it couldn’t be easier. Simply add distilled water, turn on the switch and you’re ready to go. The length of your treatment is determined by the amount of water you supply to the tank. Depending on your daily skin routine, you can enjoy a full 12 minute hydration, a 6 minute hydration or a quick 3 minute deep cleanse. And its compact size means it can slot away into your cupboards, or shelves unnoticed.

Whatever you’re looking to do; nourish, hydrate or detoxify, the Facial Steamer is a must. Not only will it leave your skin looking healthy and bright on the outside, it will leave you feeling amazing on the inside. And with no attached running costs such as cartridge replacements, think of all the money you’ll save - especially on those regular salon visits.

**# ENDS #**

**Notes:**

Panasonic is committed to encouraging effortless beauty for women, and enriching people's lives, by introducing a wide range of home products designed and developed under strict quality and safety controls.

• Specifications are subject to change without notice.

• The effect may vary depending on the skin type of the person.

\* n=32, Caucasian females, aged 35-49. Results are after continued usage of 8 weeks, compared with control test group who did not use the product.

**About Panasonic**

Panasonic Corporation is a worldwide leader in the development of diverse electronics technologies and solutions for customers in the consumer electronics, housing, automotive, and B2B businesses. Celebrating its 100th anniversary in 2018, the company has expanded globally and now operates 495 subsidiaries and 91 associated companies worldwide, recording consolidated net sales of 7.343 trillion yen for the year ended March 31, 2017. Committed to pursuing new value through innovation across divisional lines, the company uses its technologies to create a better life and a better world for its customers. To learn more about Panasonic: <http://www.panasonic.com/global>.