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Instyle Best Beauty Buys award winner 2015: skincare star performer M Picaut win prize in Poland

Broccoli oil instead of silicones, and echinacea to help treat rosacea. These are just some of the ingredients in M Picaut's highly acclaimed Detox Skin Moisturiser facial cream, which was recently one of the winners when the Polish edition of InStyle listed its beauty favourites.

'This is really fantastic, not least since Poland is historically a country with many successful chemists within the particular field of cosmetics. They're very strong when it comes to skincare and picky about their products. InStyle is an internationally renowned magazine, and usually it's the large brands that bring home the prizes, so this feels extra good,' exclaims a beaming Mette Picaut, the woman behind the Swedish skincare success story.

Picaut believes that it is a long-term vision with regard to product development that lies behind her winning concept, in combination, that is, with a considerable personal involvement on her part throughout all stages of the skincare product process.

'I've had a chemistry professor as my mentor from the start and have learnt a lot in that time. I like to play with the recipes myself – and I put my heart and soul into them. My thinking is to develop something that my customers and I are lacking. Creating new products is the best thing I know. At the same time, I allow the process to take time – it has to mature like a fine wine.'

Picaut describes Detox Skin Moisturiser as both a 'gentle aid' and a 'luxurious little jewel' for the skin. 'Detox Skin Moisturiser contains an extremely impressive list of various extracts, French oils and bio patents from, amongst other countries, Switzerland, which help treat rosacea, soothe the skin, regulate its production of oil, offer balance and strengthen its own natural barriers. It's a very ambitious product that feels luxurious without the need for silicones. We discovered that broccoli oil was much better, both for the skin and nature. The facial cream lends itself to both young men and women wanting to prevent skin problems, as well as to an older target group with combination skin, which is very common in Sweden. It's a simple formula which, thanks to the broccoli oil, also works well as a primer underneath make-up.'

This isn't the first time M Picaut's skincare range has found its way onto the podium; the Swedish skincare brand, which focuses on eco-certified ingredients, has previously won a number of awards, including 'Best Cleanser' and 'Best Luxury Serum' at TARA magazine's Beauty Awards 2010. And the year ahead, of course, promises plenty more exciting news.



M Picaut's Detox Skin Moisturiser was an Instyle Best Beauty Buys award winner in Poland in 2015.



'I try to listen to what the consumer wants – and have many projects on the go at the same time. I can reveal that we're in the final phase of developing a new facial product, which will be released in the spring. One thing's for sure, I have a feeling there'll be more successes to follow.'

M Picaut Skin Detox Moisturiser

M Picaut Skin Detox Moisturiser is a gentle, organic facial lotion with detox effects and anti-inflammatory properties. It helps treat rosacea, reduces redness, regulates the production of oils and counteracts impurities and outbreaks. It is based on an allergen-free formula and is completely free from perfumes, preservatives, parabens, mineral oils, silicones and sulphates. Some of the ingredients include:

- **echinacea**, which helps treat rosacea and minimises blemishes and rashes.
- **oat extract**, which has a soothing effect and reduces irritation and skin conditions.
- **broccoli oil**, which gives the skin its silky smooth, matte exterior – a perfect base for make-up.
- **Omega 7** and bio-patented complex formulas, which hydrate the skin and reduce irritation.

M Picaut Press Room

<http://news.cision.com/se/m-picaut-swedish-skincare>

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M Picaut Swedish Skincare have a range of effective products, which, in terms of winning awards, is one of Sweden's most successful. Every product brings together the best from a number of different worlds. These ingredients have a documented anti-aging effect, combined with the purest elements nature can offer. Behind the innovative M Picaut skincare range is Mette Picaut, who worked as a model for over 20 years all over the world. www.mettetepicaut.se/en