

PR NEWSWIRE NOV 9<sup>th</sup>

## **TITLE: BOTHERM HOMME & DAVID BECKHAM HOST A DIGITAL EXPERIENCE IN SHANGHAI TO PRESENT THE FORCE SUPREME RANGE.**

**Today, Nov. 9<sup>th</sup>, 2016, in SHANGHAI, Biotherm Homme & David Beckham invited guests on a unique digital experience to launch Biotherm Homme's #StoryOfMyLife campaign for the Force Supreme range.**

The David Beckham and Biotherm Homme partnership, to rewrite men's grooming, started a new chapter in China. Journalists and influencers were invited to the Waterhouse in Shanghai, to create and share a #StoryOfMyLife experience. Continuing a shared heritage of disrupting the men's grooming category, the #StoryOfMyLife campaign film, starring Beckham, turns skincare into a life celebration, powering the message: *"The story of my life is written on my skin. But don't expect to read it on my face."*

With its regenerative power, the Force Supreme line offers every active and successful man, a daily solution not to show the signs of time on their skin.

Joining the campaign's leading man, who revealed some of his skincare and life stories on-stage, guests shared their life stories inside a private animation box. Also, in a celebration of the campaign's ink element, a Tattoo Bar invited them to interpret a life-altering experience in ink, having sneakers, iPhone cases, or even skin, temporarily customized on the spot by four leading artists on China's vibrant art scene.

*"We're bringing the height of skincare tech together with digital-goes-real experience, to turn around the age-old concept that your life story is written on your face,"* commented David Fridlevski, Biotherm General Manager.

### **FORCE SUPREME RANGE: A REVOLUTION IN MEN'S SKINCARE**

The Force Supreme range responds to the multiple needs of men's skin aging: redder skin, with dilated pores and lack of firmness. From cleansing to targeting the eye zone to hydrating: the Force Supreme range covers every step on the road to better, younger-looking skin.

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#### **About Biotherm Homme**

*French luxury skincare brand Biotherm launched Biotherm Homme in 1985. For 30 years, Biotherm Homme has played a pioneering role in men's skincare, creating solutions to respond to the specific needs of men's skin, with products such as the breakthrough gel moisturizer Aquapower and the corrective anti-aging cream Force Supreme. The brand offers a complete range of over 80 advanced skincare solutions adapted to different skin types and concerns. They all share the power of aquatic ingredients, which ensure light and invigorating textures.*

**Exclusively sold online in the United States at: [www.biotherm-usa.com](http://www.biotherm-usa.com)**

<sup>1</sup> Source Euromonitor International Limited: retail value, retail selling prices, 2014