



PRESS RELEASE

SWALLOWFIELD SCOOPS CONSUMER AWARD FOR STYLE MEMORISING MOUSSE

AIM Listed Swallowfield, the global provider of beauty and personal care solutions has been awarded the 'Best Mousse' accolade in the recent *Woman and Home* awards ceremony for its Charles Worthington *Time Defy Style Memorising Mousse*.

The product was launched during the summer of 2008 and has quickly established itself as a consumer favourite. Enriched with Nourish and Protect Formula to protect hair's shine, health and youthfulness, the product is described as a light-weight mousse with innovative technology to give volume and 'style memory' without feeling heavy or crispy.

Created over a period of eight months, the development process involved small-scale tests against benchmark products within the lab and in home user trials. Half-head salon tests were also conducted as a means of both testing the product and substantiating on-pack claims.

Ian McKinnon, Chief Executive of Swallowfield, which serves a number of global cosmetics brands and high street retailers said: "As a company with an established reputation for developing, producing and packaging cosmetics and toiletries for the world's leading brands and high street retailers, it's always pleasing for our expertise to be recognised with a consumer award.

"This award is further proof of our global capabilities to develop cutting-edge, advanced solutions in the haircare market."

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NOTES TO EDITOR:

Swallowfield is a full service provider for brands and high street retailers operating in the cosmetics, personal care and household goods marketplaces. This includes market analysis; design, formulation and testing of products; packaging design and sourcing; and distribution and stock management.

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