

marketbuzz

PAMPER YOUR MUM

Don't know what to buy the woman who needs nothing and has given you everything? Some tonics for her health and well-being might do the trick. Enjoy the following Mother's Day promotions at Eu Yan Sang:

- Spend a minimum of S\$228 and get a box of Essence of Chicken with American Ginseng, Cordyceps and Huaishan Extract (6's x 70g, worth S\$32.90).
- Spend a minimum of S\$428 and get 100g of Superior Bird's Nest with Rock Sugar (worth S\$49.80).
- Spend a minimum of S\$888 and get 150g of free Special Brew Imperial Golden Concentrated Bird's Nest — Reduced Sugar (worth S\$99).

In addition, get 25 per cent off Eu Yan Sang's raw and bottled bird's nest, raw cordyceps and raw ginseng. The Eu Yan Sang Mother's Day promotions are available at Eu Yan Sang outlets until May 19, while stocks last. Terms and conditions apply.



TRAVEL ARRANGEMENTS MADE EASY

Dynasty Travel has been awarded a bronze in the Travel and Tourism category at the 11th Annual Horizon Interactive Awards for the company's website. The international media awards event recognises the best in interactive media productions that also include mobile applications, online advertising and more.

Dynasty Travel prides itself on its innovative use of technology to enhance the customer experience. Apart from an aesthetically pleasing and navigation-friendly website, the travel agency has an iDynasty iPhone application that allows individuals to search for holiday destinations on the go. The app is linked to the website and customers can also easily access a rewards programme via either platform. The Android application will be ready by the end of the year.

In addition, customers can make payment online or through any AXS machine, eliminating the hassle of going down to the agency to book a holiday.

iDynasty is available for download from the Apple App Store. Visit www.dynastytravel.com.sg for more information.



KIEHL'S FOR LESS

Get your favourite Kiehl's products for less. The skincare brand is dropping its prices in Singapore for 21 of its best-selling products, including the Ultra Facial Cream (50ml, S\$48, reduced from S\$51), Calendula Herbal Extract Toner (250ml, S\$58, reduced from S\$78), Creme de Corps body lotion (500ml, S\$90, reduced from S\$100) and Dermatologist Solutions Powerful Strength Line-Reducing Concentrate (50ml, S\$98, reduced from S\$132).

Even better, the price cut is permanent and if you need to know why, it's because the company has expanded so successfully worldwide that it is now able to enjoy cost efficiencies that it wants to share with its customers. Whatever the reason, it's good news that you and your skin can delight in. Visit www.kiehlstimes.com for more information and store locations.



MAXI-CASH FOR MAXIMUM CONVENIENCE

With 29 branches around the island, the pawnbroker Maxi-Cash now allows customers to renew and pay interest on their pawn tickets at any outlet, instead of having to return to the original branch where the items were pawned.

Ms Magdalene Eng, Senior Brand Manager for Maxi-Cash, said that this was another service milestone for the company, offering busy individuals more convenience. Customers can now step into the nearest Maxi-Cash branch for fast renewal — much like

visiting a bank. In line with the new service, a campaign fronted by Maxi-Cash ambassador Michelle Chia has been launched on television and print.

The public-listed company prides itself on offering a modern and professional bank-like experience for individuals with short-term financial needs. Other services include free valuation of diamond jewellery by a gemologist. This is available at the Bugis store on Tuesdays, Tampines on Wednesdays, Toa Payoh on Thursdays and Lucky Plaza on Fridays.

Visit www.maxi-cash.com.sg to locate a Maxi-Cash outlet. A new outlet will also be opening in Chong Pang this month.

FOR BABY SOFT SKIN

If you're plagued by stretch marks and wondering why your skin seems to have lost its lustre and firmness, Palmer's Cocoa Butter Formula Body Milk for Stretch Marks may offer some help. The non-greasy cocoa butter is absorbed easily and is said to help soothe itchiness, reduce the appearance of stretch marks and hydrate skin for increased suppleness.

Active ingredients include vitamin E which enhances the protective capabilities of skin, soy lecithin which helps improve skin conditions and Bio C-Elaste, a blend of ingredients that helps diminish the appearance of stretch marks.

Palmer's Cocoa Butter Formula Body Milk for Stretch Marks (S\$24.50) is recommended for stretch marks caused by weight fluctuations. It will be available at the end of the month in leading pharmacies, personal care store and departmental stores.



AN EGGY TALE

Scrambled, fried or half-boiled, enjoyed with latte or kopi, eggs are so much a part of our breakfast repertoire that it doesn't hurt to look at what we're eating. The latest on the block — Egg Story by The Pasteurized Egg Company, a subsidiary of a local egg producer. As the company's name suggests, the selling point of these eggs is that they've gone through a patented pasteurisation process that kills any bacteria present outside and inside the eggs without altering the quality of the eggs.

According to the company, the eggs are collected daily from hens that are fed a nutritious diet to ensure that what they lay are lower in cholesterol and fortified with Omega 3 and Omega 6 oils, as well as vitamin E. The eggs are then sealed with a protective food-grade coating to ensure freshness, and stamped with a "P" to symbolise pasteurisation quality. Egg Story eggs are available at most major supermarkets.

