

Press release

Paris, November 22nd 2013

**Institute Esthederm Creates a Pop-Up Beauty Space
At The Gucci Paris Masters
From December 5th to 8th 2013, Paris Nord-Villepinte (Hall 5b)**

For the first time this year, the Gucci Paris Masters decided to “spoil” the riders and the public by welcoming the first pop-up beauty space by Institut Esthederm to the Village Prestige.

The French brand, a beauty and skin well-being specialist, will host two cabins providing special care to skin often subject to stress and external aggression when riding.

The Esthederm Institute space is an invitation to relaxation where one will learn how to take care of his or her skin with effective products adapted to one’s lifestyle. Besides advice and highly beneficial products, Institut Esthederm welcomes visitors and riders for a moment of well-being and expertise for a glowing and radiant skin.

#ESTHETIPS “ESPECIALLY FOR RIDERS”

An early start in the morning, continuous training and lack of sleep can tarnish the glow of the skin and weaken it.



‘The Crème Bain Nutritif’ from the Nutri System range helps to strengthen the skin. Simply apply for just five minutes.

To reactivate the skin of a young rider, one must moisturize regularly and never forget cleansing and hydration.



The soft in-depth cleansing cream Osmoclean with a massage absorbs all impurities right into the pores.



After a day at the stables, just a few seconds is all you need to eliminate any facial impurities with Eau Micellaire Osmopure. Additionally, for the shower the foaming gel cleanser Purity.

Iconic Products on Sale

For the Gucci Paris Masters, 17 iconic products have been selected for sale in the beauty space.

These include:

- In the Eau Cellulaire range: the spray (35 ml or 100ml), real boost of cosmetic efficiency, and the 'Eau Cellulaire' gel (tube) energizes and softens the skin.
- Spray UV inCellium, which enhances the natural strength of the skin to defend itself from nature.
- In the Osmoclean range, In-depth Cleansing soft cream, gel cleanser Purity, and the Eau Micellaire Osmopure for a perfect cleanse which respects the skin.
- Fluide Aqua Diffuseur Hydra System, a light moisturizing treatment which hydrates and preserves youth.
- Repair patches to revitalize, heal and lighten up the contours of the eyes in a few minutes.
- 'Crème Bain Nutritif' mask from the Nutri System range guarantees comfort and soft skin.
- In the Lift & Repair range, smoothing absolute cream and the Serum absolute tensor, a duo treatment to tighten the skin and reduce wrinkles.

Time and prices of treatments:

- 15 minutes, 20 Euros: Immediate Radiance Treatment: Clean + Light Up skin
- 30 minutes, 30 Euros: Osmoclean Treatment: Deep Clean + Preserve Youth

About Esthederm

Established in 1978, Esthederm is a world renowned premium French brand. Esthederm's products are distributed in more than 60 countries through a selective quality network (institutes, health centers, perfumeries and selective upscale chains, department stores). These treatments are developed in exclusive partnership with aesthetic and wellness professional through personalized programs and methods of treatment for the needs and the different types of customers. More information about: www.esthederm.com

About Gucci

Founded in Florence in 1921, Gucci is one of the world's leading luxury fashion brands. With a renowned reputation for quality and Italian craftsmanship, Gucci designs, manufactures and distributes highly desirable products such as leather goods (handbags, small leather goods, and luggage), shoes, ready-to-wear, silks, timepieces and fine jewellery. Eyewear and fragrances are manufactured and distributed under license by global industry leaders in these two sectors. Gucci products are sold exclusively through a network of directly operated boutiques (461 DOS as of September 2013) and through e-commerce, as a valuable complementary business channel. Gucci products are also distributed through a small number of franchisees, and selected department and specialty stores. Gucci is part of the Kering Group, a world leader in apparel and accessories which develops an ensemble of powerful Luxury and Sport & Lifestyle brands. For more information about Gucci, please visit www.gucci.com.

About the Masters

Created and organised by EEM World, the Masters Grand Slam Indoor are very prestigious show jumping events hosted in the most influential financial and cultural capitals of the world: Paris, Hong Kong and New York.

The Parisian stage of the Masters Grand Slam Indoor, the Gucci Paris Masters, has become the most glamorous jumping in Europe. Blending elegance and sport, the Gucci Paris Masters welcomes the best riders, French and international celebrities and the world's most reputed business leaders.

During the four days of captivating performances the world turns to the City of Lights to follow the exploits of the world's top 25 riders combining technique and speed while competing for a total prize money of one million US dollars.

The event is broadcast across the five continents, reaching more than 570 million households in 140 countries on major international channels such as Eurosport, CNN, BBC, CNBC and Al Jazeera...

In addition to Gucci, other iconic brands such as Longines, Land Rover, EADS, Dassault, ...will yet again be present at the Gucci Paris Masters 2013, displaying their unique know-how and products in the Prestige Village.



A special competition, named Style & Competition for AMADE and featuring costumed amateur and professional riders, is organized to the profit of AMADE MONDIALE, a charity presided by HRH Princess Caroline of Hanover, which protects and promotes the rights of the most vulnerable children in the world.

Welcoming nearly 50,000 visitors, the Gucci Paris Masters overwhelms the public with equestrian shows and high class entertainment combined with outstanding sporting activities.

THE MASTERS GRAND SLAM INDOOR CALENDAR:

The **Gucci Paris Masters**: from December 5th to 8th 2013

The **Longines Hong Kong Masters**: from February 21st to 23rd 2014

The **New York Masters**: 2014

The Paris Horse Show, November 30th to December 8th 2013

The Salon du Cheval de Paris, which welcomes the Paris Gucci Masters, will be held from 30 November to 8 December 2013, in Paris Nord Villepinte.

It is the animal meeting place for all the riders, professionals and horses enthusiasts. The event gathers, on 85,000 sq.m, more than 450 exhibitors, 1800 horses and 6 arenas. With exceptional high level events and international competitions (World Arabian Horse Championship, International Vaulting Masters, the Nuit du Cheval Show, Paris'CUP Driving competition, International Breeding competition, Battle in the Saddle, Indoor de France French Amateurs Championship...), a Children's Village, many animations and demonstrations, The Salon du Cheval de Paris is the perfect association of discovery, pedagogy, hobbies and sports to honor the greatest conquest of the human being.

www.salon-cheval.com.

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