

PRESS RELEASE

Goats' butter care line from Kurland

Optimal skincare with nourishing ingredients – now even more natural and with a new design

Ainring, November 2017 - **Making the extraordinarily good even better – that was the aim for the relaunch of the well-known goats' butter care line from Kurland, a Haslauer GmbH brand. The successful company ranks among the pioneers in the field of innovative spa systems and is also known for its unique range of natural care products. One of the most successful care lines from Kurland, the goats' butter range, now has not only a new and modern look, but was also further improved with regard to ingredients and gained three new products. In line with the motto of "Everything unnecessary out", the ingredients in the best-seller are now even more natural. The ten products in the range have a fresh, natural and subtle fragrance and are suitable for all skin types – even for sensitive problem skin!**

Goats' butter – a precious gift from nature

For decades, Kurland has relied on precious goats' butter. Optimal combination and processing – taking both tried and tested traditions and current research in professional skincare into account – has produced this unique care line from Kurland, which is now available on the market with an even better recipe. Goats' butter is a real all-rounder when it comes to skincare. The high concentration of vitamins, minerals and trace elements makes it a real treat for skin that requires that little bit extra. Jojoba oil, aloe vera and panthenol provide the skin with intensive extra nourishment. Goats' butter melts at body temperature and is therefore easily absorbed by the skin. It activates regeneration of the skin and bolsters skin protection. Thanks to the high antihistamine content, goats' butter products from Kurland are also well tolerated by people with allergies. All products in the range are free from parabens, paraffin oils and PEGs.

But anyone who thinks that Goats' butter smells of goats' is very much wrong. The fragrance of the goats' butter products from Kurland has always been pleasantly fresh. From now on, the products will have an even more natural fragrance.

The new floral design for the goats' butter range from Kurland is aimed both at the Austrian and German markets and at the international market, on which the company is also successfully established. The new look gives the care line a modern, fresh and distinctive appearance and underlines the naturalness of the ingredients.

The goats' butter range from Kurland includes the following products:

Q10 Day and Night Cream, cream for the face and body, body lotion, hand cream, aloe vera gel, massage lotion, milk bath, foot cream (new), cool energising balm (new) and hot energising balm (new).

"At Kurland, we rely on natural products produced locally – precious and top quality. Thus, our new goats' butter range also has only the highest quality ingredients which can also be used without hesitation by people with skin problems. We are proud and happy to be able to bring our goats'



butter care line to the market with a new design and even more natural ingredients,” says Esa Ranta, Managing Director and owner of Haslauer GmbH.

Milk from free-range goats’ which have been raised on fresh, lush alpine meadows is used for the Kurland goats’ butter products.

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