



## **Chamonix Introduces Innovative New Stretch Mark Treatment and Cellulite Cream**

*July 27, 2017*

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Edison, NJ. Chamonix Skincare Company, the maker of the Genucel and Esotique lines of antioxidant-based natural anti-aging products, announced today that on July 27 they will be introducing Novara, a new stretch mark treatment and cellulite cream. As a dual-duty product that addresses two concerns millions of adults share, the innovative new treatment is expected to be in high demand. Scheduled for release on July 27, Novara will be available on the company's website <https://www.trynovara.com> and soon from Amazon.com.

Once associated mainly with pregnancy, today, both men and women of all ages want to know how to remove stretch marks. In fact, stretch marks commonly appear on the hips and thighs during the high-growth period of puberty and affect both boys and girls. Any quick weight gain can produce stretch marks too, and surprisingly, bodybuilders are one of the groups of people who have the most concern about them.

The product development team at Chamonix has taken the approach of blending several natural ingredients known to be effective for producing a tighter and more toned appearance. One active ingredient in Novara is Intenslim®, which has ginger extract and globe daisy as two of its key ingredients. The anti-aging benefits of those two components are reported to protect skin cells from inflammation and limit the amount of fatty tissue

in problem areas, resulting in a more tight and toned look.

Novara also contains caffeine, which tightens the skin while helping to drain excess water from the body, and L-carnitine, an amino acid associated with the appearance of firm and moisturized skin. In addition to its active ingredients, Novara's base is a proprietary antioxidant-based blend that includes calendula extract, grape seed extract, and hyaluronic acid (a protein that occurs naturally in the skin and helps to moisturize it). Like Chamonix's other natural products, Novara contains no pharmaceutical products or parabens.

Though cellulite mainly plagues women, it can be an issue for both genders, and the idea that it is only a concern for obese people is completely false. The unattractive dimpling of the skin has more to do with the connective tissue within the skin than the quantity of body fat, and many thin women are perplexed by cellulite's appearance on their bellies, hips, and thighs. As a natural cellulite cream producing the appearance of tightened and toned skin, Novara has a lot to offer to a broad spectrum of people.

Chamonix Skincare Company:

Chamonix has been producing natural, anti-aging products for over 17 years. Founder George Faltaous is a pharmacist with a background in chemistry and nutrition, who set out to find safe, natural remedies for the effects of aging on the skin. Chamonix's focus has always been on reducing the appearance of wrinkles, dark circles, and other signs of aging through the use of antioxidants, plant stem cell technology, and other natural ingredients that have been in use by various cultures around the world for centuries.

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