



**SNOW FOX**  
SKINCARE™

**Press Release**  
September 2024

## **Introducing Snow Fox – An International Brand Leading in Clean & Holistic Skincare**

**\*\*Artisanal skincare that combines ancient wisdom with modern formulations for the globally conscious\*\***



For hi-res images, please use this link:

<https://we.tl/t-nbhjmhpkWM>

**Dubai, UAE** – Snow Fox Skincare, a global leader in innovative and natural beauty solutions, is excited to announce its launch in the GCC market this September. Snow Fox is a professional-grade, plant-based system of clean skincare that works on all skin types, especially sensitive skin. Its fusion of holistic, botanical treatments and futuristic technology allows the products to be created without using common synthetic preservatives and other additives that would potentially irritate skin or dilute the potent formulas. The brand's commitment to quality and efficacy has earned it a loyal following worldwide since its 2016 launch, winning over 16 awards globally.

Founded by entrepreneur Phoebe Song, a child of first-generation immigrants in Australia, the original Snow Fox line was driven by her battle with a chronic inflammatory skin condition called Rosacea. Originally intending the products for professional use only, Phoebe and her team now cater to both consumers and clinics worldwide, while she remains the leading force behind the brand's innovation and product development.

Commenting on the launch of the brand in the UAE, Phoebe Song said, "Our vision is to reshape the beauty industry by reinventing skincare with a harmonious blend of nature's purity and scientific innovation, ensuring every product delivers transformative results thus upholding our commitment. By bringing Snow Fox Skincare to the UAE market, we aim to cater to the unique needs of this vibrant region by offering clean and effective solutions that address the local climate and diverse skin types to enhance natural beauty."



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### **What Sets Snow Fox Skincare Apart?**

#### **100% Plant-based**

Snow Fox products are 100% vegan-friendly and botanical, adhering to a strict ethical sourcing policy without animal-derived ingredients. This reflects the founder's belief in "Good Karma Consumption," promoting a socially conscious way of being a consumer and producer.

#### **Potent Formulations**

Through its multi-layered formulation, Snow Fox products offer long-term management rather than just treating symptoms. True potency means addressing skin concerns deeply, restoring optimal health, and preventing future issues.

#### **Pure efficacy**

Packaged using advanced technology in Taiwan, Snow Fox products maintain purity, potency, and freshness. This eliminates the need for synthetic preservatives and additives that can irritate the skin or dilute efficacy.

#### **Discover some of Snow Fox Skincare's hero products:**

#### **Anti-Pollution Biopolymer Serum: Your Ultimate Skin Defence Against Urban Pollution**

A revolutionary protective and hydrating serum designed to combat the harmful effects of urban pollution. This advanced formula, crafted with a unique anti-pollution bio polymer complex, offers superior defence against PM 2.5 micro dust particles and PAH (polycyclic aromatic hydrocarbons), while significantly improving skin's water retention.



Harnessing the best of Japanese and French dermal technology, our Anti-Pollution Biopolymer Serum combines the benefits of a cream and serum in one lightweight, silky gel. The bio polymer microstructure, visible under a microscope, creates a long-lasting protective shield, ensuring that skin stays hydrated and safeguarded from environmental aggressors. Acting like a net on the skin, it helps to block out pollution particles and minimize trans epidermal water loss throughout the day.



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## Blueberry Bakuchiol Facial Oil

A lightweight, silky anti-aging facial oil made with Bakuchiol, Belgian Blueberry Seed oil, Coenzyme Q10 (CoQ10) and a Vitamin-E complex for superior hydration, firming and skin defense.

Powerful anti-aging formula that targets fine lines around the eyes, forehead and nasolabial fold. Specifically formulated for use in dry climates and is particularly suitable for winter or travelling during dry seasons, or for high altitude regions (mountainous). Designed to boost antioxidant activity with a 9 botanical oil complex infused with traditional medicinal herbs and anti-aging vitamins. Instantly nourishes dry, damaged and mature skin.



## Arctic Breeze Rescue Mask



This cooling sheet mask provides instant relief for irritated skin, such as redness, enlarged pores, inflammation, breakouts, and even after-sun exposure. Infused with hydrating peppermint water and Aloe Vera juice, and made from 100% unbleached, certified organic Italian cotton for optimal absorption, this product is an instant all-in-one skin rescue.

This award-winning sheet mask is popular for post-laser recovery and post-microdermabrasion procedures.

## Gua Sha Hair & Scalp Brush

Handcrafted in 24k gold-plating, 151-needle patented design, exclusively crafted by elderly artisans in Taiwan. This process helps to nourish hair follicles, enhance hair growth, minimize hair thinning, and alleviate stress, leading to healthier hair and overall well-being.

The design stimulates acupressure points to boost blood circulation, supporting healthy hair growth, relieving stress, and reducing headaches and migraines. Stimulating acupressure points in the scalp is beneficial according to Traditional Chinese Medicine practices because it is believed to promote blood circulation. It also provides a sensory scalp massage that helps with anxiety, making it ideal for busy lifestyles while offering hypoallergenic and traditional medicinal properties with its gold plating component.



Snow Fox Skincare is dedicated to clean beauty and transparency. All products are free from harmful chemicals, parabens, and artificial fragrances, adhering to the strict standards of the EU 1500 banned ingredients list and more. The brand prides itself on using only the safest and most effective ingredients to promote healthy, glowing skin; even for those with sensitive skin.



# SNOW FOX SKINCARE™

Shop Snow Fox products online in the UAE and GCC starting August 26 at [www.snowfoxskincare.ae](http://www.snowfoxskincare.ae) To discover more and keep up with the latest news, follow @SnowFoxSkincareUAE on [Instagram](#) and [Facebook](#).

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## **About Snow Fox**

Founded in Australia, Snow Fox Skincare is a fusion brand that merges holistic, botanical treatments with futuristic technology. The brand's commitment to quality and efficacy has earned it a loyal following worldwide since 2016 - winning over **16+ awards** internationally. Their most renowned products are **clinical-grade, clean sheet masks** and their handcrafted premium Reflexology tools like the **24K gold-plated Gua Sha Brush**.

Snow Fox continues to push the boundaries of clean skincare with cutting-edge technology and carefully curated ingredients, delivering products that provide both immediate and long-term benefits.

For more information, visit [www.snowfoxskincare.ae](http://www.snowfoxskincare.ae)

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