

Beauty Elixir Water Makes You Shine at the Touch of a Button

- Carbonated water as a beauty booster for a radiant complexion
- The new trend from Japan now invigorates Europe
- A fountain of youth for homes – GROHE Blue Home provides refreshing drinking water straight from the faucet

Düsseldorf, 18. October 2018. Water is the key component for beauty. Drinking enough water used to be considered as the secret formula for smooth skin. Now, Asia surprises us with a beauty trend that delights Europe: Carbonated water is the new beauty booster for a radiant complexion. Here are our top 3 water-based beauty tips:

1. Sparkling Facial Cleansing from Asia

Simply soak a cotton pad in carbonated mineral water and then dab it onto the cleansed skin. Another option is to immerse the face in sparkling water for a few seconds.¹ Both methods provide finer pores, tighten the skin and consequently provide the perfect anti-aging agent and a radiant complexion. The trend from Asia has you covered!

2. Drinking Lots of Water Makes One Beautiful – Directly Start in the Morning!

Four cups of water on an empty stomach provide the extra boost and improve the blood circulation of the skin as well as the strengthening of the immune system and metabolism.² Harmful toxins are flushed out, hair becomes shinier and we are ready to energetically start the day – it can't get better than that!

3. Flower Power with a Twist: Flowery Water Ice Cubes Make for a Kick of Freshness

Ice cubes enriched with flowers and herbs such as chamomile, lavender or roses make the skin glow.³ The cold temperature causes the blood vessels to contract, minimizing redness. At the same time, the aromas stimulate blood circulation, refine pores and have an anti-inflammatory effect. How cool is that!

Our conclusion: Water is a true beauty elixir. Anyone who does not like to carry heavy crates of water and wants to be sustainable at the same time should consider the water system GROHE Blue that provides chilled, filtered or carbonated water at the touch of a button directly from the faucet.

¹ <https://www.harpersbazaar.de/beauty/schoene-haut-mineralwasser>

² <https://www.freundin.de/das-passiert-wenn-sie-morgens-wasser-auf-leeren-magen-trinken-freundin-de>

³ <https://www.instyle.de/beauty/beauty-eiswuerfel>

Pure Freude
an Wasser



For more information about GROHE Blue Home, please click [here](#) or visit [grohe.com](https://www.grohe.com).

About GROHE

GROHE is the world's leading provider of sanitary fittings and has a total of over 6,000 employees, 2,400 of which are based in Germany. GROHE has been part of the LIXIL Group Corporation since 2014. As an international brand, GROHE pursues the brand values of technology, quality, design and sustainability, seeking to offer the "Pure joy of water". GROHE has been developing new product categories since its inception. This includes the GROHE Blue and Red water systems and the recently-introduced GROHE Sense water security system, which is an innovative component in the growth market of smart home technology. Innovation, design and development are closely aligned with one another and are enshrined in the German site as an integrated process. As a result, GROHE products carry the seal of quality "Made in Germany". In the past ten years alone, more than 300 design and innovation awards as well as several top rankings at the German Sustainability Award have confirmed GROHE's success. GROHE was the first in its industry to win the German government's CSR prize and was also featured in the renowned Fortune® magazine's ranking of Top 50 that are "Changing the World".

About LIXIL

LIXIL makes pioneering water and housing products that solve every day, real-life challenges, making better homes a reality for everyone, everywhere. Drawing on our Japanese heritage, we create world-leading technology and innovate to make high quality products that transform homes. But the LIXIL difference is how we do this; through meaningful design, an entrepreneurial spirit, a dedication to improving accessibility for all and responsible business growth. Our approach comes to life through industry leading brands, including INAX, GROHE, American Standard and TOSTEM. Over 70,000 colleagues operating in more than 150 countries are proud to make products that touch the lives of more than a billion people every day. Learn more at www.lixil.com.

GROHE

Feldmühleplatz 15 • 40545 Düsseldorf • Phone: +49(0)211/9130-3030 • www.grohe.com

MEDIA CONTACT

Sarah Bagherzadegan
PR & Communications Manager
E-Mail: media@grohe.com

Press Office

Edelman GmbH
Medienpark Kampnagel, Barmbeker Str. 4, 22303 Hamburg, Germany
Phone: +49 (0)40 356 206 045 | Fax: +49 (0)40 372880
M: grohe@edelman.com | W: www.edelman.com