



F J BENJAMIN

**F J BENJAMIN EXPANDS PORTFOLIO WITH LUXURY
SKINCARE BRAND DR. BARBARA STURM MOLECULAR COSMETICS**

- *Dr. Barbara Sturm Molecular Cosmetics focuses on healing and nurturing through science-based evidence*
- *Founder Dr. Sturm famed for “Kobe Procedure” and “vampire facial”*
- *Range available at <https://sg.drsturm.com/> for delivery in Singapore*

Singapore, 5 November 2020 – F J Benjamin Holdings (FJB), Southeast Asia’s leading fashion retailer, said today it has launched the Dr. Barbara Sturm Molecular Cosmetics line in Singapore in response to demand for innovative, performance-based skincare.

The products can be purchased at <https://sg.drsturm.com/> for delivery in Singapore. FJB said it will consider a physical store location when the global pandemic situation improves.

Dr. Barbara Sturm’s science-based skincare range is formulated for those seeking a highly effective, yet uncomplicated regime that provides hydration, nutrition and a glow from regeneration. Favoured by celebrities including Kim Kardashian West and Emma Roberts, the luxury line espouses the use of ingredients that heal and nurture rather than attack living skin.

Created in 2014, it is based on Dr. Sturm’s anti-inflammatory philosophy and approach to innovation without the use of toxic, harmful or aggressive ingredients.

FJB Group Chief Executive Officer Nash Benjamin said: “Dr. Barbara Sturm’s products are renowned for their efficacy and are backed by science and research. We are very excited to bring this range of cutting-edge skincare to

our customers. The move is in line with the Group’s recent diversification into the wellness and healthcare industry.”

Dr. Sturm is an aesthetics doctor based in Germany who began her medical career in orthopaedics and was part of the team that developed a procedure used on the late NBA basketball star Kobe Bryant’s knee. Termed the “Kobe Procedure”, the treatment utilises the patient’s own blood cells to produce proteins to reduce inflammation and kick-start the healing process. She then translated the science from her orthopaedic practice and research into aesthetics and subsequently developed what became known as the “vampire facial”, which uses platelet-rich plasma from a client’s own blood to spur collagen production on the face, as well as the customised anti-ageing MC1 “blood cream”.

For her skincare line, Dr. Sturm has curated routines that allow users to discover solutions based on their individual needs and concerns, such as “Anti-Aging”, “Clarifying” and “Sensitive Skin”. Each routine features a step-by-step guide using a specific set of products. Mini-sized versions will soon be available under the “Sturm Candy Shop”, allowing users to pick an assortment of products to build their own routine and try Dr. Sturm’s products for the first time.

Many products, such as the popular Hyaluronic Serum, include the star ingredient purslane, a herb found to be an anti-aging powerhouse packed with antioxidants and omega-3 fatty acids. Prices on <https://sg.drsturm.com/> range from S\$55 to \$550 for the Super Anti-Aging Serum.

The addition of Dr. Barbara Sturm Molecular Cosmetics is part of FJB’s scaled-up online store network following agreements struck with several global brands.

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About F J Benjamin Holdings Ltd (www.fjbenjamin.com) – With a rich heritage dating back to 1959, F J Benjamin Holdings Ltd is a consumer driven leader in brand building and management through distribution and retail. Listed on the Singapore Exchange since 1995 (Ticker: F10), F J Benjamin has a strong footprint in Southeast Asia, with offices in Singapore, Indonesia and Malaysia, and manages over 20 iconic brands and operates 169 stores. The Group’s international brand portfolio includes fashion, lifestyle and timepiece brands.

About Dr. Barbara Sturm – Dr. Barbara Sturm is a German aesthetics doctor, widely renowned for her anti-inflammatory philosophy and her non-surgical anti-aging skin treatments. Dr. Sturm began her medical career in orthopaedics as part of the team that developed cutting-edge treatments for inflammatory conditions like osteoarthritis. Termed the “Kobe Procedure” after the late NBA basketball star Kobe Bryant, the treatment utilizes the patient’s own blood cells to produce proteins that reduce inflammation and stimulate the healing process.

Dr. Sturm then translated science from her clinical research and orthopedic practice into the field of aesthetics and opened her own medical clinic in Düsseldorf. As she continued to innovate and revolutionize the field, she became one of the most sought-after beauty doctors in the world.

In 2002, Dr. Sturm developed her famous “MC1,” a bespoke plasma-based cream only available to Dr. Sturm’s patients. The potent cream harnesses the power of the body’s own proteins in a skin healing formula to address the visible signs of inflammation.

Building on her platform of product performance and innovation, Dr. Sturm launched a full skincare range in 2014. The complete Dr. Barbara Sturm Molecular Cosmetics line is formulated for those who yearn for an uncomplicated yet highly effective skincare regime that provides hydration, nutrition and regeneration glow. Innovative ingredient science is at the core of Dr. Sturm’s line – potent, key ingredients that have been widely clinically studied for their properties and efficacy.

For product photos and images Dr. Barbara Sturm, please visit
<https://bit.ly/2RXh4lq>

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