

***Press Release, March 2010***

**Celebrity to launch Cutting Edge Skincare at Ideal World**

Actress Claire Sweeney will be live on Ideal World for a high-profile launch of state-of-the-art products from Skincode.

The Brookside star, who recently hit the screens in Celebrity Come Dine With Me, will be in the Peterborough studios on **Wednesday, 24th March**, for two shows, at **2pm and 8pm**.

Claire (39), also starred in Celebrity Strictly Come Dancing, Celebrity Big Brother 2001, presented lifestyle programme 60 Minute Makeover and has been a hit in West End musicals. She will be demonstrating the benefits of Swiss-made Skincode Essentials and Exclusive ranges.

**Skincode Essentials** is 100% free of fragrance, preservatives and colour, allowing you to experience the ultimate purity when it comes to looking after your skin.
**Skincode Exclusive** brings you the best in bio-technical ingredients to help prolong a youthful radiance.

Claire said: “I am really looking forward to working with Ideal World and Skincode on the launch of this amazing skincare range on Wednesday, the results are fantastic!”

Catch the Liverpudlian lovely live in action on Ideal World on Sky 644, Freeview 22, Freesat 812 or Virgin 747.

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