

UNDER EMBARGO UNTIL 30 NOVEMBER, 2023



UNIVERSAL MUSIC MALAYSIA

DOLLA x C E R M

# THE NEW CLASSIC PERFUME

CLASSIC - Huile De Parfum

[Kuala Lumpur/Singapore, 30 November, 2023] – Announcing a ground-breaking and unforgettable fusion of music and scent that's sure to capture hearts across Malaysia. It's a launch you don't want to miss.

## Can we get a drumroll, please?

Get ready to dive into a world of beautiful notes and scents with the DOLLA X CERM collab, as CERM – the beauty brand known for their single component skincare that provides a customised skincare journey for their customers, addressing individual's needs as and when they need it – makes its Malaysian grand entrance with an unexpected new collab with your favorite girl group, DOLLA.

At CERM, we live our slogan, 'You do you. We do your skin.' We are your go-to brand for skincare that speaks your language. And we're on a journey to empower, inspire and redefine beauty in this fast-paced world.

What better way to express this than teaming up with DOLLA on their release of their electrifying new album, CLASSIC? Stay tuned for a sensory symphony that will leave a radiant song in your heart.

The limited-edition **DOLLA X CERM Classic - Huile de Parfum**, is like 'surround sound' for your senses. It's an unforgettable composition, a fusion of music and perfume notes that brings out the joy of being your true self. It's sure to be a chart topper for lovers of sensual fruity-floral fragrances, and a guaranteed smash hit for members of [iDollaClub](#).



**What makes DOLLA X CERM Classic - Huile de Parfum a one-of-a-kind harmony?**

**Let's talk about scent, baby!**

DOLLA X CERM Classic is a Floral-Oriental perfume oil:

The top note opens on an edible pink grapefruit, honeydew scent that slowly blooms with violet leaf notes.

The middle note draws you into the alluring heart of white chocolate, raspberry, jasmine and cherry blossom.

The heady, sensual warmth of the dry-down notes is underscored by coconut, almond, Haitian vanilla and amber.

**We're on a mission...**

...to do no harm – to your skin or to the environment. Our fragrance has no alcohol, which means it's super-gentle and gives your skin the love it deserves. Plus, its base oil is derived from coconuts – how cool is that? We're all about sustainability, and that starts with what you put on your skin.

Your well-being and safety is our priority. That's why we've crafted Classic as a phthalate-free fragrance, so you can wear it with confidence, knowing it's kind to you and the environment.

**It's concentrated.**

Classic is a perfume oil with an Eau de Parfum (EDP) fragrance concentration, so it makes a statement that stays with you all day long, keeping you sensual, mysterious and fabulous. The 10ml roll-on is perfect for slipping into your pocket for a great hang out with your friends or with your special someone. Get it while it's hot!

**Price: RM 59.90**



# DOLLA

## About DOLLA

DOLLA, Malaysia's most beloved four-member girl group, brings the beats you crave. Angel, Sabronzo, Syasya and Tabby have been rocking the music scene since their debut single, *Dolla Make You Wanna* dropped in March 2020. They're not just about melodies, they bring the whole package with jaw-dropping performances, powerhouse vocals, rap skills, and fantastic dance moves. DOLLA's official fan club, iDolla, has contributed greatly to their success through the span of their career so far.

Check out their incredible journey at [Instagram.com/dolla.official](https://www.instagram.com/dolla.official) and their presave their latest album NEW CLASSIC here <https://presave.umusic.com/dolla-new-classic-album>

# C E R M

## About CERM

CERM is the ultimate fusion of science, nature, inclusivity, and clean, effective self-care. CERM is more than skincare; it's a celebration of individuality, inclusivity, and the diversity of youth. Our slogan, 'You do you. We do your skin.' says it all – trust us as your skin allies as you go about your life. Our curated range of products addresses the unique needs of a younger audience. With an unwavering commitment to inclusivity and quality, CERM empowers individuals to embrace their natural beauty.

CERM is committed to delivering uncompromised results through age-defying formulas meticulously crafted with proven, trusted and cutting-edge ingredients derived from Science and Nature.

To learn more, join the glow-up journey at [cermskin.com](https://cermskin.com) and [instagram.com/cermskin\\_my](https://www.instagram.com/cermskin_my)  
#cermskin #cerm #CERMin #SkinGoals #GlowUp #skinclusive #Skininthegame #ClearSkin #DewySkin #SkinFirst

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