



PERFORMANCE ROADWEAR

PRESS RELEASE

Rapha Launches Performance Skincare

We are pleased to announce the launch of the first Rapha Performance Skincare range, created to protect against the elements and repair the wear and tear of road riding. Mont Ventoux is famously a place of extremes, one of airless forests, of sun-baked roads and driving winds, and its slopes have been the backdrop to so many key moments in the history of road racing. It has been the perfect inspiration for Rapha Performance Skincare. The scents of the aromatic plants and herbs that grow on the Giant of Provence will be familiar to any rider who has made the pilgrimage to the great mountain and the fragrance of *Atlas Cedar, Lavender, Pine Needle, Rosemary, Juniper Berry, Lemon, Cypress, Cistus and Patchouli* have been used across the range.

The initial Rapha range comprises Chamois Cream, Embrocation and Soap, all handmade in the UK using natural ingredients and tested extensively to ensure performance in extreme conditions. The products are beautifully packaged and include maps of the mountain and riding stories from Mont Ventoux. The range will be expanded in 2011 and beyond with Shaving Cream, Lip Balm and Sunscreen.

Chamois Cream

A good chamois cream eliminates the soreness that can come with long hours in the saddle. Rapha Chamois Cream has undergone rigorous testing to ensure that it is perfect for the longest days, and was recently used by a team of Rapha riders on the 1910 challenge, a 326km ride of more than 14 hours and also on the Rapha Cent Cols Challenge, involving climbing 100 cols in 10 days, covering 200kms per day and an average of 4,000 meters of climbing on each stage. Blended to reduce irritation and soothe the skin, olive, vegetable glycerine and shea butter prevent chafing, while menthyl helps keep the skin cool and rosemary extract protects against fungal microbes that cause irritation and odours.

Embrocation

Applying embrocation is one of the great rituals of winter riding and in recent years it has enjoyed a renaissance thanks to its popularity on the American cyclocross circuit (it is now also used by the Rapha-Focus cyclocross team). Rubbing the embrocation into your legs not only warms the muscles and helps give you vital headspace ahead of a long ride, but the massaging action loosens muscles and helps release antioxidants. Rapha Embrocation is highly effective for riding in cold conditions. It is made from three organic warming agents and is also rich in arnica, essential oils, vitamin E and beeswax.

Soap

Inspired by the olive groves that are abundant near Mont Ventoux, the soap is soothing, fragrant and rich in natural oils, perfect for a relaxing post-ride bath. It is also highly effective for cleaning Rapha leather gloves and mitts, a tried and trusted technique used by riders down the years.

All the products can be bought online from www.rapha.cc. Embrocation is £20, Chamois Cream is £15, Soap is £7. For more information contact Laura Bower, laura.bower@rapha.cc / 0207 4829171.

Images can be downloaded here: <https://www.box.net/shared/qkbsgb6pfg>