

PRODUCT *News*

INTRODUCING NEW PRIORI® LASH RECOVERY SERUM



PRIORI® has introduced Lash Recovery Serum with Triple Lipopeptide Complex™ - the newest product in the Target Skin Therapy™ line.

Formulated to dramatically enhance the appearance of eyelashes and eyebrows in

as little as two weeks, PRIORI® Lash Recovery Serum is the first and only prostaglandin-free lash enhancer that utilises three different potent lipopeptides, which work in synergy for amazing results, helping make lashes and brows look fuller, thicker and more voluptuous.

This anti-ageing booster for lash recovery was clinically tested to enhance lashes in only two weeks. There was an increase in length and up to 27.75% increase in eyelash thickness and density.

PRIORI® Lash Recovery Serum (£79) provides fast, clinically proven results, and is formulated specifically to reduce the potential for irritation.

EDEN AESTHETICS LAUNCH CUTTING EDGE MICRO-NEEDLING TECHNOLOGY

Genesis Biosystems, the manufacturers of the DermaGenesis medical microdermabrasion machines, distributed by Eden Aesthetics, have launched DermaFrac™. DermaFrac™ is a patent pending, dermal micro-needling machine that offers simultaneous delivery of infused ingredients in a pain free, no downtime treatment that can be administered by an aesthetician.



By combining precisely calibrated needle penetration and unprecedented infusion capability, DermaFrac™ creates micro channels to the dermal junction while simultaneously infusing topicals to this all-important tissue layer. The DermaFrac™ system uses a unique combination of technologies to enable an improved micro-needling procedure along with immediate topical infusion of a powerful anti-ageing, peptide driven serum. The precision-controlled DermaFrac™ hand-piece pulls the skin under vacuum into contact with hundreds of micro-needles that painlessly penetrate through the epidermis and into the upper dermis (the papillary layer). The vacuum permits an all important even penetration to the full depth of the needle and can be adjusted to make the treatment more aggressive. DermaFrac™ micro-needles create pathways for introducing the infusion serum into the skin.

Jim Lafferty, President of Genesis Biosystems, "The depth of the needles on the DermaFrac™ hand-piece has been carefully selected so that the channels are created just below the dermal-epidermal junction and just above capillaries and nerve endings. This ensures no bleeding or pain".

Lucy Dowling, marketing manager at Eden Aesthetics, comments, "After the success of the DermaGenesis medical microdermabrasion systems in the aesthetics industry, we are delighted to be able to launch this cutting edge technology. DermaFrac™ is the next generation for the micro-needling market place in the UK. The advantage this system has is that the mechanics of the machine, in particular the vacuum, support the process of creating effective, even penetration of the needles and to their full depth. With the simultaneous delivery of peptide serum and optional LED light therapy, DermaFrac™ leads the way in the latest anti-ageing procedures".

OBAGI LAUNCHES NEW SPF 50

Obagi has added a new product to its Nu-Derm range - Sun Shield SPF 50. Sun Shield SPF 50 is a comprehensive, high sun protection sunscreen lotion. The product combines high UVB absorption and dynamic UVA blockage in an elegant, matte finish with 10.5% zinc oxide and 7.5% octinoxate. It is also non-whitening, PABA-free, and fragrance-free for all skin types.



Obagi Medical Products was also recently recognised, once again, as the number one brand and company in the medical provider channel as reported in the Professional Skin Care 2010 report published by Kline & Co. Kline also reported that Obagi experienced the largest growth in market share (as represented in dollars) in a competitive market.

"We are proud to have again achieved recognition as the number one brand and company," Jim Hartman, vice president of global marketing and business development at Obagi Medical, said. "It is equally rewarding for us to see those efforts result in growing share in a competitive market, a testament to our outstanding sales team. We intend to remain focused on supporting our customers in growing their businesses and developing and launching products that meet the needs and exceed the expectations of the Obagi user."

DERMASCUPT® MICROCANNULA

Medical Aesthetic Group has introduced DermaSculpt®, a groundbreaking way of injecting dermal fillers. Developed in France, this new microcannula was designed for the extra smooth delivery of a variety of facial fillers.

DermaSculpt® does not cut through intradermal tissues, instead it uses Skin Sculpting Technique (SST™), to allow doctors to literally slide the microcannula into the patient's skin, applying fillers with practically no pain or bruising. Not only is the filler's performance enhanced when using DermaSculpt® but the price of this class leading product is only £5. This makes it much more cost effective compared to other similar cannula products which currently sell for up to £10 each.

The procedure will take a little more time, cost a little more and require greater skill to perform. Advantages to using DermaSculpt® in dermal filler application include lower bruising risk for the patient, less trauma and quicker downtime. It is available in several gauges and lengths and can be used with a variety of popular fillers. A clinical study, published in the *Journal of Cosmetic Dermatology* showed how a patient's skin is less traumatised when using this new microcannula. Microcannulae cannot puncture important structures such as nerves or vessels and can reach areas not treated before with fillers. With no need for a topical anesthetic and improved safety profile, this is a welcome development for doctors and patients alike.