

COSMETIC SURGERY & BEAUTY

Because Nobody's Perfect



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* HAPPENINGS

Neostrata® Skin Active

AMERICAN DERMATOLOGIST SHARES TECHNOLOGY BEHIND THE LATEST SKINCARE LINE.

In conjunction with the 36th Annual General Meeting and Dermatology Congress held from the 22nd to 25th September at Thistle Port Dickson Resort, American dermatologist Dr. Cheryl Efron was invited by the Dermatological Society of Malaysia to give a talk on the science behind the Neostrata® Skin Active line.

Supported by NeoAsia (M) Sdn. Bhd., Dr. Efron said, "Besides sharing with the audience how to pair skincare products and procedures, I want them to understand that skincare decisions must be based on scientific evidence, not just mere marketing."



WIN! 20



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HELIOCARE Oral Capsules are the sun protection of the future thanks to its Fernblock® technology, a patented fern extract of Polypodium Leucotomos. It is the first oral sun protectant (you swallow it!) with clinically proven ability to prevent free radicals, premature aging and hyperpigmentation caused by harmful UV rays.

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Terms and conditions: Entry is open to residents of Malaysia only. Photocopied entry forms are not allowed. Mail received after 31st March 2012 will not be entertained. Please post this form to the address below. Winners will be notified by mail and prizes are redeemable at the address below. The organiser reserves the right to use the winner's name for future publicity purposes.

Rush your entries to:
Cosmetic Surgery & Beauty Magazine / NeoAsia Promotion
The Writers' Publishing House Sdn Bhd, Lot A10-2,
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PROMOTION

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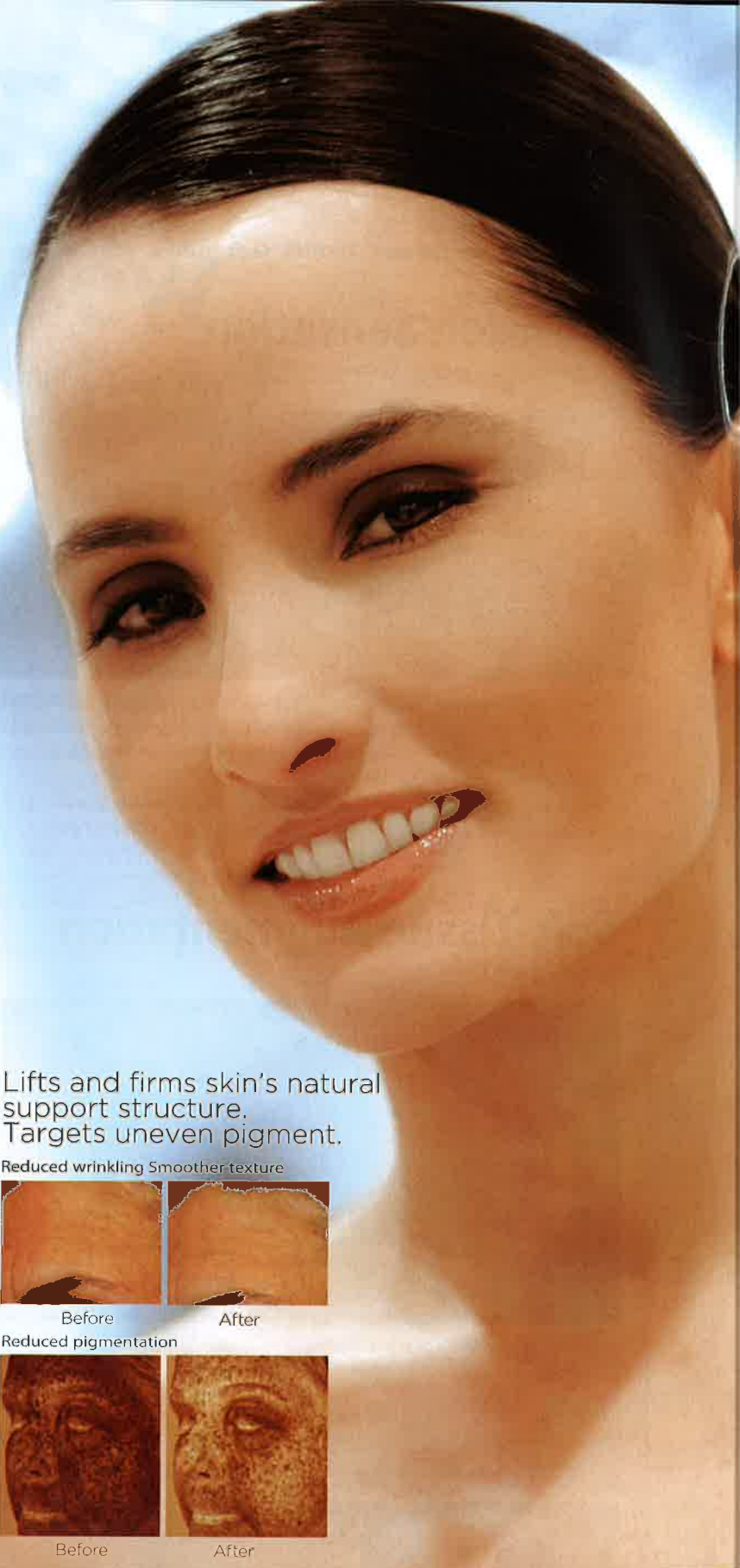
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Reduced pigmentation



Before After

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PROMOTION

FOR NIGHT-TIME NeoStrata® Skin Active Cellular Restoration

Why use it?

Even when we sleep, our skin is hard at work, repairing and healing cells that are damaged during the day. Why not give your skin a helping hand by using this cream, which restores the skin's essential cells, rebuilds the skin matrix and reduces oxidative damage. You will wake up to skin that is firmer, more lifted and vibrant.

What's in it?

Night is the perfect time to use this cream as the skin is able to absorb the active ingredients better than during the day. According to American dermatologist Dr. Cheryl Effron, this is the only product backed by scientific research that has sophisticated synergy to achieve results using ingredients like maltobionic acid, Chardonnay grape seed extract, apple stem cell extract, peptides and glycolic acid. "Maltobionic acid, which has 30 times water holding capacity, not only increases production of collagen, it reduces destruction of collagen," reveals Dr. Effron. "The grape seed extract has almost 40 percent greater ability to absorb free radicals than vitamin C while the apple stem cell extract protects and extends the life of the skin's own stem cells. Each ingredient is amazing by itself, but when they're combined, they outperform any other molecules."



Dr. Cheryl Effron

Suitable for you?

Dr. Effron shares that while the ingredients in the cream are potent, the product is gentle enough to be used for all skin types. "I myself have irritable skin but I tolerate the product incredibly well," she adds. "In one of the clinical studies, Asian patients did not face a single adverse event which proves the level of tolerability of the product."

How to apply it

Once the face is cleansed, Dr. Effron advises patients to leave it slightly wet before applying a pea-sized amount of the cream onto areas of the face and feathering it. "If one has super-sensitive skin, I would caution to use a smaller quantity of the product," she adds.



FOR THE NECK Revision® Skincare Nectifirm™

Why use it?

When it comes to skincare, the neck is often neglected. This is unfortunate because Malaysian plastic surgeon Dr. Tan Geok Puan says that the skin on the neck "is a notoriously difficult and tricky area to treat as it is beset with distinctive crepe-iness and deep lines." Thanks to Nectifirm™, it is possible to decrease fine lines and wrinkles on the neck and décolletage. Besides firming and tightening saggy neck skin by up to 40 percent in 28 days, it also reduces the appearance of fatty tissue under the neck and chin.



Dr. Tan Geok Puan

What's in it?

"Packed with fibroblast-stimulating peptides that have been shown to tighten and lift the neck, the cream also contains flavonoids to break up stubborn fatty deposits under the chin and along the neck. Other ingredients include a combination of tightening proteins, ceramides and moisturising bamboo and pea which form a formidable guard against aging, giving collagen, elastin and hyaluronic acid the boost they need to improve and protect the neck's unique skin," states Dr. Tan. "In addition, it also results in noticeably thicker, smoother skin on the face and neck with a diminished appearance of fine lines and wrinkles."

Suitable for you?

The cream is suitable for all skin types, even sensitive skin. "Of course, Nectifirm™ is recommended for those who do not have excessively loose neck skin. For those with excessive loose skin, results will be limited, therefore surgical treatment is recommended," reminds Dr. Tan.

How to apply it

Dr. Tan suggests applying the cream on the neck and décolletage in an upward motion twice daily, in the morning and evening as part of the patient's regular skincare routine. For better results, he advises users to lead a healthy lifestyle and prioritise sun protection to prevent further skin damage by the sun and oxygen radicals.