

“LOCKDOWN HAS FORCED US TO TAKE OUR PAMPERING UP A NOTCH.”



### DNA LEADS THE WAY

**Biomimic** is a new Australian skincare brand that has been formulated using the insights of thousands of DNA profiles to identify the most effective plant-based ingredient combinations to combat the signs of ageing. Developed by Stefan Mazy, founder of SkinDNA – genetic testing technology that identifies which skin-ageing factors you should prioritise – Biomimic uses the fundamentals of biomimicry science to mimic the nutrients found in youthful, glowing skin. Unlike weighty cream formulas that can leave the skin feeling greasy, each product in the range is designed to be layered, with each featuring carefully selected potent active ingredients of the highest quality, blended at the right concentration to trigger cellular activity for improved skin health and a youthful glow. It is also cruelty and paraben free. “We all want healthy, lustrous skin, but not everyone understands the complexities of their skin genetics, and how the wrong product selection, coupled with hereditary predispositions, could be doing more harm than good,” explains Mazy, founder of Biomimic.



### BIG RISE IN DEMAND FOR TREATMENT

A survey by the Cosmetic Physicians College of Australasia (CPCA) has shown a surge in new patients seeking non- and minimally-invasive procedures during the past year, with a 41.5 per cent increase in new patients who have never had aesthetic treatments. About 75 per cent of patients are requesting a combination of anti-wrinkle injections and dermal fillers in the one treatment. “There seems to be an ever-increasing shift towards non-invasive procedures like injectables and fillers, which are considered lower risk than invasive surgery,” says CPCA President, Dr Michael Molton.

### LET YOUR GLOW BEGIN

*Elizabeth Arden cleverly combines ceramides with youth-boosting retinol to create a cream that smooths and de-puffs to deliver younger-looking eyes.*



**Elizabeth Arden** has long been a leader in the skincare industry when it comes to ceramides, developing its single-dose ceramide capsules that protect skin's barrier and prevents moisture loss, over 30 years ago. While plenty of other brands are currently touting the ingredient, Elizabeth Arden is continually going one better, this month launching **Retinol Ceramide Line Erasing Eye Cream**, which combines the nourishing ingredient with anti-ageing wonder,

retinol. Sometimes tricky for skin to tolerate in the eye area, this new arrival has been carefully formulated to be effective but safe and gentle, with microencapsulated retinol, meaning it remains potent and penetrates deeper than other versions. Along with ceramides, peptides and niacinamide, the cream helps smooth, brighten dark circles, de-puff and keep the delicate eye area hydrated as well as reducing the appearance of fine lines and crow's feet.