

SQOOM

Enters UAE Market

Innovative German
Anti-Aging Skin
Treatment System
- SQOOM - enters
the UAE Market

SQOOM, the world's first patented anti-aging skin treatment system, will be launched this December 2012 at Galeries Lafayette, at Dubai Mall.

Developed by leading German dermatologist Dr. Helmut Christ, SQOOM consists of a handheld sonic device that uses medical technology to deliver specially developed gels and creams deep into the skin to achieve optimal levels of skin health and beauty. Using a mixture of ultrasound vibrations and ionization techniques, depending on the skin requirements, the gels and creams can be massaged into the skin for anti-aging treatment and/or to treat problems such as sport injuries, pigmentation, over exposure to sun, acne, wrinkles, dry flaky skin and scars.

The product uses organic, chemical-free German gels and world-leading patented IONOZYM (ionization and ultrasound) technology. The transducer's ultrasound vibrations are designed to separate the skin cells to allow the ionization energy to drive the gels deep into the skin's tissue. It vibrates at one million vibrations per second while exfoliating the skin, deep cleansing and reducing pore size. SQOOM can also help restore collagen and elastin and strengthen the skin so the appearance of visible red veins, pigmented spots and scars may also improve

Dr. Christ, the German dermatologist who invented both the technology, and gels and creams is excited to launch SQOOM together with UAE based Solution Holding which have the exclusive distribution rights. "We feel that the GCC and in particular the UAE is a market where people spend time and money to look better and healthier, and we are providing them with an anti-aging skincare product which was initially developed for medical treatment and is now available for home appliance", he commented.

Jurgen E. Herre
Managing Partner
of Soliton Holding
stated: "We are
grateful that
Dr. Christ has
chosen us as
their exclusive
distributor
for GCC,
Lebanon,



Iran, Iraq Philippines and India, We are extremely proud to be able to offer people in the UAE this unique, innovative and award winning skincare anti-aging product."

The outstanding success of SQOOM is based on the perfect interaction of methodology and agents or gels. While the SQOOM device is responsible for the transport, the SQOOM gels are responsible for the provision of the correct and effective agents. Just like a well balanced team, they jointly provide the skin with everything it needs in order to look fresher, younger and radiant. After an initial period of one or two months with daily treatments depending on age and skin condition, only one or two treatments per week are further needed to maintain the skin condition. A treatment doesn't consume more than twelve minutes per session.

It has been proven again and again that from the first application the skin will become tighter, look more youthful, and increase in softness beside the fact that wrinkles will go away or substantially disappear.

SQOOM is not just a beauty concept; SQOOM Medical has also been successfully developed and tested by dermatologists, aesthetic clinics and high-class cosmetic studios worldwide for the treatment of various skin conditions. If one has oily skin, scars caused by operations and injuries,

dry flaky skin in cases of psoriasis or reddened skin as typically seen in cases of rosacea and facial erythrosis, SQOOM Medical can offer effective and visible results in a short period of time.

SQOOM was released in Europe in 2010 and has since won the European Beauty and Spa Award Men's Category, was a finalist in the Women's Category and took out the European Business Awards Best Innovation Category. The product is now sold in 40 countries by renowned retailers like Harrods in London and Imporium in Bangkok.

