

ONE STOP SKIN SHOP

A UNIQUE TRANSPORTATION DEVICE TOGETHER WITH STELLAR ACTIVE INGREDIENTS HAS MADE SQOOM THE ULTIMATE SKINCARE REGIME FOR MEN, WRITES SADIE SPADE.

■ We're all familiar with the adage 'with age comes wisdom'. We're also familiar that alongside wisdom age has a tendency to deliver wrinkles and weight gain. And whilst a good diet and regular exercise can keep the scales in check, keeping your skin in top notch condition is not quite as simple.

Factors such as diet, hydration and sun exposure play an important role, but sometimes the skin you're in has more to do with the hand you've been dealt as opposed to your daily routine. Enter SQOOM, a skin health care program that's taking the beauty industry by storm.

The world's first hand-held machine you can use in the comfort of your own home, SQOOM is a revolutionary new skincare solution that produces remarkable results without needles, pain, bruising, puffiness or swelling.

Utilising the patented Synchron-technology, SQOOM's ultrasound vibrations work to separate skin cells, allowing the ionisation energy to drive the accompanying gels deep into the skin tissues. The transducer vibrates at one million vibrations per second to exfoliate the grime and sebum from white and black heads before tightening and diminishing pore size. And, by improving skin health, SQOOM is also able to combat the appearance of red veins, pigmentation and the scars that seem to worsen with age.

Employing active ingredients such as aloe vera, argireline, panthenol, jojoba oil and chamomile extracts, SQOOM's accompanying gels work to moisturise the skin on a deeper level. But it's the

inclusion of fragmented hyaluronic acid (HA) associated with anti-aging where SQOOM really sets itself apart.

As leading practitioner and medical identity Dr Serene Lim explains, "with other treatments, usually less than one per cent of active products are transported into the skin due to the impermeable skin barrier. A lot of the top skincare brands say they have HA, but they have a miniscule concentration and the large HA particles cannot penetrate past the top layer unlike the fragmented HA in SQOOM's unique gels."

SQOOM is also beneficial for post-procedure facelift patients or those who love the no-lines effect of Botox. It hydrates the skin and increases elasticity to ensure no visible facelift give-aways and reduces the number of Botox treatments needed each year.

With five different programs to address cleansing, massage, lifting, whitening and sensitive skin, SQOOM has been designed to replace your current skincare regime and the need for regular facials and dermabrasion. Initially used nightly, SQOOM need only be used once or twice a week thereafter to maintain a healthy, even complexion across the face, neck, hands and décolletage.

A winner of the Men's Category in the European Beauty and Spa Awards, Dr Lim professes that "SQOOM will do for the beauty industry what the iPad has done for computing," making it not only a great skincare investment but a great financial investment should the company ever decide to list. *Box Magazine* and your broker both say buy!



FASHION PERSONALITY AURELIO COSTARELLA IS A BIG SQOOM SUPPORTER