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skin's best defence against environmental damage by neutralising free radicals and protecting DNA molecules within skin cells. Doctor brands often view presentation as a low priority, but not Zelens: its slick green and silver packaging was created by Anouska Hempel, who designed Louis Vuitton's flagship store in Paris.

Star product: DNA Protection Day Cream, approximately \$281. Choose from normal or extra-rich versions, depending on your skin type.

Getting your hands on it: It's not available here yet, but rumour has it that it will be soon, so keep your eyes peeled. In the meantime you can buy online at www.zelens.co.uk

Valerie Beverly Hills

If the paparazzi had any sense, they'd stake out Valerie Beverly Hills to catch their celebrity prey. After 20 years on Canon Drive in the heart of La-La Land, this beauty institution and brand has earned itself some serious star power — Halle Berry, Goldie Hawn and Teri Hatcher are all regulars at the breezy blond-wood salon.

Clever makeup (anything can be created or cheated here), brow kits and mink lashes explain its seemingly magnetic pull.

The brains behind the brand, beauty guru Valerie Sarnelle, is famed for her brow prowess and flawless makeup application. The self-confessed beauty obsessive has worked on a viewing guide's worth of blockbusters and TV hits (think *The Sopranos*, *The O.C.* and *Dreamgirls*) and has all the makeup bases covered. If you want it or need it, chances are Valerie stocks it.

Star product: The Diva Lash, \$500, is the current cult buy. These real mink lashes deliver serious flutterability and are a favourite of Nicole Kidman (who wears Red Fox) and Beyoncé.

Getting your hands on it: Available through George Glavis Salon, (02) 9328 6700 and online at www.theblonderoom.com

Ellipse



When 35 bio-scientists get together to create a skincare range, you know it's going to be good. After four years on the drawing board, Australian cosmeceutical brand Ellipse Skin Science has come to save our sun-damaged skin. Ellipse's drawcard is its delivery system, which is able to penetrate to cellular level using a new form of nano-technology called intradel. Translated: potent ingredients and extracts get to where they need to go for speedier and more impressive results.

Star product: Ellipse Deep Penetrating Cellulite Serum, \$110. Most cellulite treatments require daily massage to take effect — this one doesn't. Thanks to the deep-penetrating intradel formula, which gets right into those fat cells, you only need to rub the serum on to your skin lightly, then wait for the product to smooth and firm.

Getting your hands on it: It's available exclusively at Myer, (02) 9238 9111.



Jan Marini

Skin guru Jan Marini developed her salon-only brand in the mid-'90s and it's now the fastest-growing skincare company in the US. And little wonder: Jan Marini has a scientific career spanning more than 25 years and several groundbreaking skin developments under her belt (she was the first to use glycolic acid in skincare and first to market a stable topical vitamin C). Be warned though, dedication is required with this brand — correcting acne, sun damage, ageing or rosacea means a literal "recipe" of products — but you can expect real results.

Star product: Age Intervention Regeneration Booster, \$299. This six-week program contains the breakthrough telomerase enzyme to help stabilise the skin's telomeres (the tip of the skin's DNA that regulates ageing). In lay terms? Expect a definite improvement in lines, firmness and elasticity after a few weeks and renewed clarity after six weeks.

Getting your hands on it: The range is only available in salons. Call (03) 9509 9526, or log onto www.eraseproducts.com

Amatokin



Its launch in Sephora's Champs Elysées store caused near riots as normally chic Parisian women clamoured to get their hands on the stuff. The reason for their stampede? This controversial serum (originally created in Russia to help heal burns victims of the Afghanistan war) claims to basically replicate our skin cells thanks to some cutting-edge stem cell research and one clever peptide called polypeptide 153.

Dr Louis Rinaldi of Voss Laboratories (the manufacturer of Amatokin), this product marks a cosmetic skincare milestone. "We used to repair cells with ingredients such as retinols and antioxidants as if we were fixing a car's engine. Now with Amatokin, we're replacing the whole engine." With lofty claims of eternal youth, it's little wonder Amatokin now has waiting lists in London and New York.

Star product: Amatokin Emulsion for the Face, \$230. There's only one product so far and that's a serum applied under moisturiser to banish wrinkles and pigmentation.

Getting your hands on it: Available at Myer stores from February 25.

Juice beauty

We've long known about the virtues of freshly squeezed juice; ditto organic skincare. Now, the two combine in this Californian organic skincare line.

The entire range is formulated on a patented, certified organic juice base, which promises to literally feed skin smoothie-sized amounts of antioxidants — up to 50 per cent more than non-organic juice can deliver and more again when compared with water-based products. The brand had humble beginnings in 2004 when friends Karen Behnke and Melissa Jochim saw a niche for chemical-free



skincare that actually lasted on the shelf (Juice Beauty was the first brand to use food-grade preservatives in its skincare).

Behnke and Jochim's big break came when Sephora snapped up Juice Beauty and catapulted it across America to rave reviews and an impressive celebrity following: Kate Hudson, Madonna, Cameron Diaz and Scarlett Johansson are all devotees.

Star product: Juice Beauty Antioxidant Serum, \$69. This version is not your average wishy-washy organic serum. It's packed with vitamins, antioxidants, alpha lipoic acid, coenzyme Q10, peptides and nutrients for toxin-free, glowy skin.

Getting your hands on it: It's just landed at David Jones stores, 13 33 57.

Tracie Martyn



New York-based facialist and makeup artist Tracie Martyn believes in keeping things simple. That's why she's kept her skincare line modest (the product tally has just grown to six with the addition of her Resculpting Body Lotion).

But don't be fooled by its simplicity: this naturally skewed brand is high-tech. Celebs such as Madonna, Susan Sarandon and Jennifer Aniston flock to Martyn's Fifth Avenue salon, lured by her Resculpting Facial. This draining, detoxifying transformative treatment is relied on like fashion tape for A-listers about to shimmy down the red carpet.

Star product: Tracie Martyn Firming Serum, \$245. A super-hydrating antioxidant concentrate, this silky serum promises to pep up cell renewal as well as lift and tighten.

Getting your hands on it: Call George Glavis Salon on (02) 9328 6700 or get it online at www.theblonderoom.com

Shu Uemura



You know a brand is good when its peers follow suit and Japanese makeup and skincare brand Shu Uemura has been marked by beauty brands as one to watch since its launch in 1986.

OK granted, it's not new, but it warrants a mention for its high-tech makeup formulations, traditionally based (yet super-effective) skincare line, cult makeup tools and lust-worthy lashes.

The visionary behind the brand, Mr Shu Uemura sadly passed away in January but created some landmark beauty moments with his visionary

blend of ancient wisdom and high science. Want some examples? He was a pioneer of facial cleansing oils (a category which has boomed in the past year); his intricately handcrafted false lashes have been widely emulated; and his eyelash curler is up there with Tweezerman in terms of cult status.

Star product: Shu Uemura Eyelash Curler, approximately \$20. It was originally created for stubbornly straight Asian lashes, but this contraption will add curve and flutterability to any lash.

Getting your hands on it: The brand isn't available here yet but we're hearing persistent whispers that it might land sometime late this year. If you can't wait, log onto www.shuueamura.com ■