

SHOCK WAVES & LASER BEAMS

Technology continues to drive new product launches, particularly in facial skincare. There has been a plethora of activity in high-tech delivery systems, including battery operated devices, natural electrically charged facial products, and red and blue light phototherapy gadgets.

Keep Your Finger on the Pulse: The latest facial skincare craze is pulsating hand-held gadgets. The newest targeted eye care introduction is **L'Oreal's Collagen Micro-Pulse Eye** system. Individuals apply the anti-wrinkle and anti-dark circle cream under their eyes and then follow up with the anti-puffiness micro-pulse massager to stimulate circulation. The **Clarisonic Opal Infusion** system combines "breakthrough sonic technology with an anti-aging sea serum to hydrate and de-puff the skin around the eyes." **NuFace** is a microcurrent hand-held device that delivers gentle impulses to "rehabilitate the muscles and improve circulation, texture, tone, and fine lines."

No Batteries Needed: Facial care products that create a natural charge without a battery are emerging. **Aveeno Active Naturals Ageless Vitality Elasticity Recharging System** "combines a blend of naturally charged biominerals" that when layered create an electrical charge and rejuvenate the skin. **Roc Brilliance Day Rejuvenating Moisturizer** is a two-step process that also creates a natural charge. The serum contains a patented micro-current technology "E-Pulse" with zinc and copper particles. When used with the crème it creates an electrical charge to enable the production of collagen and elastin.

Red Light, Blue Light: High-tech gadgets that emit LED high-intensity red and blue light waves are the hottest applicators in home use products. **ANSR Beam's** "red light wavelengths (632nm) penetrate the skin deeply to stimulate collagen to grow new, healthier cells and the blue light wavelengths (430nm) safely kill bacteria without causing dryness, redness or pain." The **Baby Quasar Red Light Therapy** device "uses SequePulse technology with four wavelengths of red and infrared light" to stimulate the production of collagen and firm and tone the skin. The company also offers the **Baby Blue** device that when used in conjunction with each other fights acne and kills bacteria.

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Regards,

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