

Elemis

PRESS INFORMATION

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BRITISH
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NEW Tri-Enzyme Resurfacing Programme

Peel Away The Years

Elemis, the British spa and skincare innovator, introduces the new clinically proven **Tri-Enzyme Resurfacing Programme** with a **3-step Homecare Regime** and **Professional Tri-Enzyme Resurfacing Facial**.

With ground breaking, patent pending **Micro-Encapsulated Tri-Enzyme Technology**, this highly effective range cleverly adapts to the micro flora of the individual's skin, safely resurfacing to deliver a more even, smoother, younger looking complexion.



The results are incredible! Up to **91%** increase in skin smoothness after 28 days and up to **75%** resurfacing after 1 treatment.

As part of the **Elemis Anti-Ageing System**, the **Tri-Enzyme Resurfacing Programme** took over 3 years for Noella Gabriel to develop and was designed to target the following skin concerns:

- ✓ **Fine lines and wrinkles:** resulting from ageing, sun exposure and lifestyle factors including stress, nutrition, alcohol consumption and smoking
- ✓ **Acne and superficial facial scarring:** resulting in uneven texture of the skin's surface
- ✓ **Uneven pigmentation, such as blotchiness or brown spots:** can occur with age, or as a result of birth control pills, pregnancy or genetic factors



Elemis expert Noella Gabriel explains...

"We have arrived in an era where we no longer classify skin by age; we are now truly a product of our lifestyles. With the increase in premature ageing and mature acne we now have a greater need to introduce a resurfacing system into our daily skincare routine. The Tri-Enzyme Resurfacing Programme was developed and clinically proven to deliver up to **91%** increase in skin smoothness after just 28 days."

The Programme

- **3-Step Daily Maintenance Homecare Regime**

Up to **91%** improvement in skin smoothness after 28 days

Tri-Enzyme Resurfacing Facial Wash 200ml (RRP £25)

Tri-Enzyme Resurfacing Serum 30ml (RRP £95)

Tri-Enzyme Resurfacing Night Cream 50ml (RRP £80)

- **Tri-Enzyme Resurfacing Facials**

Up to **75%** resurfacing and up to **32%** increase in skin smoothness after one treatment

SPA/SALON - Tri-Enzyme Resurfacing Facial 60 mins (from RRP £70)

Frequency - 1 every 3 weeks, course of 6.

RETAIL/SPAPOD - Tri-Enzyme Resurfacing Power Booster Facial 30 mins (RRP £45)

Frequency - 1 every 3 weeks, course of 3.





The Technology

The **symbiotic** action of these ground breaking formulations combines **Micro-Encapsulated Tri-Enzyme Technology** with **White Truffle (Poria Cocos)**, plus additional specific actives carefully selected to ensure maximum efficacy of the individual products.

Micro-Encapsulated Tri-Enzyme Technology

With a patent pending, this revolutionary trio of enzymes acts as the catalyst for safe and effective resurfacing, stimulating biological cell renewal and delivering a smoother, clearer, more even, younger looking skin.

Enzymes

- **Subtilisine:** A skin compatible, bioactive micro-encapsulated enzyme that catalyses the breakdown of proteins into polypeptides to dissolve dead skin cells.
- **Protease:** This micro mushroom is a proteolytic enzyme with Keratolytic agents to improve cell renewal.
- **Papain:** Derived from exotic Papaya which breaks down proteins into smaller molecules to reveal clearer, more supple skin.

White Truffle (Poria Cocos) supports the skin's natural micro flora, creating the perfect environment for maximum enzyme therapy.

How Do Enzymes Work?

Enzymes play a major role in promoting cell function. They are the catalyst used by the cell to produce a cellular reaction. Enzymes encourage both **biosynthesis** and **biodegradation** of the cell – cell metabolism/regeneration and the breakdown of dead cells.

As we get older, our skin's ability to rejuvenate our skin cells slows down, resulting in the skin's horny layer becoming thicker through hyper-keratinisation, and the living epidermis becoming thinner.

Elemis **Micro-Encapsulated Tri-Enzyme Technology** is unique as it adapts to the individual's micro flora and skin condition. When the skin's acid mantle drops below 4.5pH, enzymatic action decreases dramatically, resulting in rapid ageing. Elemis uses a synergy of organic acids with micro-encapsulated enzymes to support the micro flora of the skin enabling safe and highly effective resurfacing.

Tri-Enzyme Resurfacing Programme:

- ✓ Clinically proven to improve skin smoothness by **91%** after 28 days
- ✓ Decreases the appearance of fine lines and wrinkles, acne and facial scarring and uneven pigmentation
- ✓ Increases cell turnover, stimulating cell renewal
- ✓ Supports the natural micro flora of the skin, without altering pH levels
- ✓ Boosts the skin's natural exfoliation process
- ✓ Increases efficacy of the Elemis Anti-Ageing System
- ✓ For all skin types



Tri-Enzyme Resurfacing Programme – available from 1 September 2006

About Elemis

Elemis is the creator of the most exotic and indulgent spa-therapies for face and body, and the company has gained a reputation for creating results-driven, award winning anti-ageing skincare. With treatments available at more than 1,000 of the most exclusive spas across the globe, via the highly successful www.timetospa.co.uk and in selected department stores nationwide, Elemis is a thriving international brand with a reputation for delivering innovation and quality.

For stockists, mail order & enquiries call the Elemis Customer Care Centre on **T: +44 (0)1278 727 830** or visit **www.elemis.com**

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