

CITY A.M. - LONDON
TUES, 15th Nov 2005.

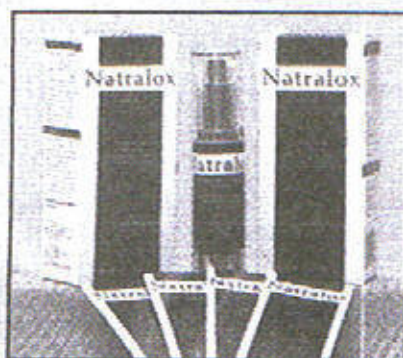
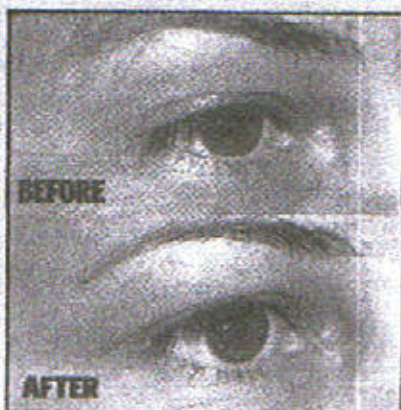
NATRALOX

An Australian product containing natural non-chemical ingredients that have a similar effect to Botox, Natralox smoothes existing facial wrinkles and delays the appearance of premature skin aging.

One of the key patented ingredients in Natralox is argireline, a unique hexapeptide that has been scientifically proven in tests to reduce the appearance of wrinkles by up to 50 per cent. But the best news is Natralox is completely free from chemical preservatives. Unlike Botox, which acts by paralysing the muscle, argireline only inhibits it.

Botox injections cost between £240-£400 per treatment, while Natralox costs £49.95, so in comparison Natralox is a whole lot cheaper as well as painless and non-invasive. It also lasts several months.

It is available at Holland and Barratt, Harvey Nichols and independent health food stores, pharmacies and beauty salons throughout Britain.



COSMECEUTICALS BY DR PATRICK BOWLER

Dr Patrick Bowler, a cosmetic surgeon, recently launched two new products in Britain, both containing idebenone, said to be the most powerful anti-oxidant ever. Vitage Smooth Lines (£69.95) smoothes lines and protects skin from environmental oxidative stress. Clinical trials showed a 30-40 per cent reduction in fine lines and wrinkles in six weeks.

Vitage Even Tones (£69.95) is the first pigmentation product to combine idebenone with a lightening agent, methyl gentisate, to combat uneven pigmentation without causing skin irritation.

Studies of idebenone presented at the American Academy of Dermatology in February 2004 showed it to be more powerful in the prevention of free radical damage, photo ageing and wrinkles than any other available antioxidant including vitamin C, E and co enzyme Q10.

Idebenone also plays a valuable role in minimising irritation from retinoids as well as alpha and beta hydroxy acids.

Dr Bowler's products are available at Selfridges, London.

For other stockists, contact Cosmeceuticals: 0870 850 6655.