

**JOIN THE BARE LOOK –
IF YOU DARE!**

It had to come. First it was more natural looking make-up; then it was fake tans; then in came the tinted moisturiser and finally, for 2008, it is the no make-up, no-tint as natural as you come look.

There is no doubt that your skin looks very different without any make-up or colouring but it's not all bad; there are subtle shades and natural glows that disappear under facial creams and cosmetics.

But after the grey indoor days of winter, how many of us really dare meet our friends for lunch or even go shopping without any make-up? Surprisingly, an increasing number of women are happy to do this. These are the women who have had the foresight to invest time and money in total skin care.

Advancement in skin health is science, not cosmetic, and in recent years there have been a host of new treatments and new products based on clinical trials and designed specifically to improve the overall health and appearance of the skin.

Leading the way in promoting the idea of beautiful natural skin is the White Light Skin Clinic which is opening up clinics in selected shopping centres across Britain. Their philosophy is simple: thanks to new scientific and medical knowledge and proven new developments in technology and products, everyone today can have healthy and beautiful skin.

“Skin is so important and so under-rated,” says Keeley Sharp, regional manager of White Light Skin Clinics. “We wear it everyday; it can show the first signs of health or tiredness, yet we happily spend more time and money on clothes, our teeth and our hair than we do on our skin.

“At White Light we have a determination to help everyone, men and women, young and old, to have the most healthy, beautiful skin possible.”

The White Light Skin Clinics offer a range of fast and effective treatments that are based around Intense Pulsed Light (IPL). This is a revolutionary new non-invasive therapy which uses a broad spectrum of light emitted in short pulses to gently treat a wide variety of conditions to bring proven long lasting results.

IPL is effective for a wide range of treatments to ensure the most beautiful blemish free skin possible. It can be used for general skin revitalisation and to boost collagen, tone and texture; it can treat specific problems such as age spots, sun damage and uneven coloured patches; it can be targeted to eradicate those tiny facial veins or red veins in the legs and it can even treat medical conditions such as rosacea and acne.

The Clinics also offer a number of other treatments and therapies including in-depth skin analysis, skin peels, fillers and wrinkle relaxing treatments plus a range of advanced skin care and cosmetic products such as the exclusive SkinCeuticals skin care range and the mineral based Susan Posnick cosmetics.

American based SkinCeuticals specialises in delivering the ultimate three fundamental elements for skin care – prevention, protection and correction. Its products are based on pharmaceutical grade ingredients that have proven scientific results. Probably the biggest problem of entering the serious skin care regime is getting your

head around a whole world of new phrases and new ingredients; ie on the *C E Ferulic* bottle it states it is a "combination antioxidant treatment containing *L-Ascorbic acid, Alpha Tocopherol and Ferulic Acid* while the *C + AHA* contains a mix of *hydroxyl acids*. Then there is *Serum 10, 15 or 20* to choose from, *Phyto +* botanical gel and various sun and UV defense creams that go up to SPF 45 and are *PABA free* and contain *Z-Cote plus 10% titanium dioxide* among other things.

Once you have achieved the most beautiful and healthy skin, there will still be occasions when you want to wear a touch of make up for extra glamour, and this is where the Susan Posnick range of mineral cosmetics offers the perfect answer. The range is based around their Colourflo mineral foundation which is additive free and provides SPF26 protection, but there are also blushers, correcting pencils and lip and eye products in the range.

Both SkinCeuticals and Susan Posnick products are stocked at the White Light Skin Clinics and their fully qualified clinical practitioners can fully explain all the products and what they do.

White Light believe that everyone can achieve the new naturally beautifully look for summer 2008 – but it takes a bit of time to get there; so you had better start planning your new healthy skin regime now.

For more information on all items, visit www.white-therapy.com

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White Light Skin Clinics are currently located at:

Basingstoke – Upper Level, Festival Place. 01256 637800

Belfast – House of Fraser, Lower Ground Floor, Victoria Square. 0284 142 4500

Birmingham – Pavilions, 38 High Street, B4 7SL. 0121 270 9320

Bristol – The Mall Galleries, Union Callery, Broadmead. 0117 370 1300

Cardiff – Howells, 14/18 St mary's Street. 02920 602120

Cheltenham – Upper Balcony, Beechwood Shopping Centre. 01242 529 415

Guildford – House of Fraser, 105-111 High Street. 01483 698499

Manchester – House of Fraser, Deansgate. 0161 638 8520

Southampton – The Mall Marlands Shopping Centre 02380 080599

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