

GIL LEMPERT-SCHWARZ

Book REVIEW JOURNAL Wednesday Taste

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## 1. beauty essentials

# COMING TO STORES SOON

New product lines hope  
to land U.S. footing at  
CosmoProf North America

By SUSAN STAPLETON

REVIEW JOURNAL

Every company involved in the beauty industry wants to be the first to find the next best thing. In the past it's been ingredients such as Retina-A and peptides or organic products that have taken center stage and created a demand for new products that promise to smooth away lines, banish the damages of time or save the Earth.

This year, the beauty show CosmoProf North America created an entire section called Discover Beauty that was devoted to brands not-yet-sold in the United States. Selected specially by CosmoProf and given one-on-one meetings with major department stores and beauty companies, any of these lines could end up on your vanity in the next couple years if they take hold. Here's a look at some of them.

### ALO-CELL-GEL

When Christine Gimmelsberger found out she had breast cancer, she launched a search for a product that would quickly heal her skin while it was undergoing radiation therapy. The Austrian found Glycosaminoglycans, which speed the healing process, and added them to her Alo-Cell-Gel. The product works on sunburns and post-laser treatment skin as well.

### BEAUTY BRAZIL

This line of products relies on ingredients from the Amazon to nourish the skin. The San Jose, Calif.-based company uses cupuacu butter, which it says absorbs better than shea butter, in many of its products.

### JUST GOOD FOR YOU

This line out of Germany uses crushed rubies, pearls,

jasper and roses to create bath products such as oils, soaps and scrubs. The pretty rose packaging and frosted bottles make the experience that much more enjoyable.

### RILASTIL

Granted, you can find this line at the Drugstore at the Wynn Las Vegas, but it hasn't taken root in the United States yet. This cosmeceutical brand from Italy launched in the 1970s and now has products that range from moisturizers, skin-care products, sunscreens and makeup. Watch for this best-selling line to show up everywhere in the coming months.

### SKIN CUBED

If peptides are your thing, consider Skin Cubed. The luxury skincare line combines all known peptides in the fight against anti-aging. The products, such as Age-Defying Formula and Professional Instant Eye Repair Formula, can be used separately or together for a total skin-care regimen. This line should find a home in high-end department stores and spas.

### SKIN NUTRITION

This South African line wants to take 10 years off your looks by reducing inflammation at the cellular level. A lofty goal, indeed. But with products such as the Face Lifting Serum and a complete group of supplements, shakes and nutrition bars, the line can counteract age from the inside out as well as the outside in.

### SKINTECH

The men's grooming industry may have a new competitor with Skintech. The 10-product line from Switzerland contains after shave balms, masks and peels for men, and plans to launch a new anti-aging line soon. It's already popular in France, Italy and its home country.



Alo-Cell-Gel relieves burns.



Just Good For You combines ground rubies, pearls and roses for a luxurious bath treat.



Skin Nutrition nurtures your skin from the inside and outside.



Italian line Rilastil already sells at the Drugstore at the Wynn Las Vegas, but wider distribution is expected in the coming months.



Beauty Brazil uses ingredients from the Amazon in its elixirs.