

MEDIA RELEASE

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Assure Medispa launches world's first 'green' cosmeceuticals

The world's first 'green' cosmeceutical skincare range, 'Medik8' has arrived in Perth, available exclusively at Assure Medispa, promising revolutionary results in anti-ageing well beyond anything else on the market.

Medik8 is a professional cosmeceutical line for sensitive skin, formulated using green chemistry and unique patented technologies.

As Western Australia's only dedicated beauty and skincare clinic owned and operated by a team of plastic surgeons, Assure Medispa has pioneered the launch of Medik8, based on its superior results in independent clinical trials.

Assure Medispa's Managing Medical Aesthetician, Phoebe Butler said the Medik8 range delivered dramatic skincare benefits in the fight against ageing.

"The scientists at Medik8 have engaged in their own proprietary research, particularly in the areas of antioxidants and retinoids, and Medik8 holds patents in these fields," she said.

"The range is impressive on so many fronts. Results of its independent testing show incredible results that were not achievable until now."

For example, 'Firewall' – a broad spectrum super antioxidant containing a new patent-pending anti-ageing complex called Cusodase-P – was proven to be 40 times stronger than pure vitamin C. Antioxidant testing showed it to be at least five times stronger than other available leading brands*, with the ability to achieve obvious results in less than six weeks.

In addition to Firewall (which is part of the Medik8 'Prevent Range'), Medik8 includes a number of products targeting various skincare concerns. All Medik8 products:

- are non-irritating – with no reduction in potency
- use bio-available ingredients
- use green chemistry technology
- are 100% soap-free
- contain no harsh detergents
- are SLES, SLS and Sulphate-free**
- are 100% Paraben-free***
- have Environmental Group FSC**** Approved Packaging

Medik8 Cleanse Range

Five advanced cleansers to match various skin types.

Medik8 Prevent Range

Cutting edge antioxidant formulae to prevent free-radical damage to the skin's collagen and elastin matrix.

Medik8 Correct Range

All-trans-Retinol formulae to repair collagen damage and help diminish the appearance of lines and wrinkles. Includes melanin inhibitors for hyperpigmentation and telomere extenders for anti-redness.

Medik8 Hydr8 Range

Anti-ageing pro-collagen hydrators to protect the skin from photo-ageing and hyperpigmentation.



Medik8 Body Range

Innovative body products to target cosmetic skin concerns on the body.

Medik8 Pretox Range

Injection-free peptide technology as an alternative to injectable treatments or to prolong the effects of injectable treatments.

To celebrate the launch of the world's first green cosmeceutical range, Medik8, Assure Medispa is offering free skincare consultations at its inaugural 'Beautiful Day', on Thursday, November 26 (one day only) from 8.30am to 8.30pm. This is your chance to consult one-on-one with a qualified Medical Aesthetician and take your first step to looking and feeling beautiful. Bookings are essential and places are strictly limited.

To secure a complimentary appointment, phone Assure Medispa on 9380 0380 or email specialists@assuremedispa.com.au before November 21. All appointments include a free skin analysis. Clients will be entitled to a free New York facial with every \$250 purchase of Medik8 or SkinCeuticals products at the Beautiful Day.

To find out more about Assure Medispa visit www.assuremedispa.com.au, and for further information about Medik8 visit www.medik8.com

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ABOUT ASSURE MEDISPA

Assure Medispa is Western Australia's first dedicated beauty and skincare clinic owned and operated by a team of Plastic Surgeons.

The million-dollar, state-of-the-art facility was established by the five surgeons behind the Western Australian Plastic Surgery Centre and offers a premium range of non-surgical, non-invasive cosmetic procedures.

Unlike a beautician or day spa, Assure Medispa's treatments are all medical-grade and conducted by highly-trained Medical Aestheticians and Registered Nurses, under the supervision of experienced Plastic Surgeons.

Each client at Assure Medispa is offered an initial complimentary consultation with a Medical Aesthetician, where their skin is analysed and special 3D photos taken, using Beau Visage Skin Imaging™ system, to view sun damage beneath the skin.

A full range of non-surgical cosmetic treatments is available, including:

- Beau Visage™ skin imaging
- Wrinkle Relaxers and Dermal Fillers
- Pulsed Light Treatment (IPL) for skin rejuvenation and permanent hair reduction
- Chemical Peels and Medifacials
- Microdermabrasion
- Photonlite Therapy (LED)
- Medical-grade skincare products, including the new Medik8 'green' cosmeceutical range
- Pharmaceutical-grade Glo Minerals™ Makeup

** In independent clinical trials, Firewall and nine competing premium products from around the world were tested for antioxidant activity using four free radical assays (peroxynitrite, hydroxyl, superoxide and halogenated oxidant). Firewall had the highest total antioxidant score, beating the next highest performing product by more than five times.*

*** known irritants*

**** preservatives*

***** FSC Forest Stewardship Council promoting global forest management*

