

The Launch of a New British Beauty Brand ARK Age Aware Skincare

Debuts September 2009

Shula Starkey, founder of Ark Health & Beauty, London's leading group of skincare centres, announces the launch of her own range of skincare products and facial treatment:

ARK Age Aware Skincare, introducing an innovative, unique system of skincare products which are appropriate to your age rather than skin type.

ARK Age Aware Skincare comprises 41 face and body products including a revolutionary range of therapeutic SkinResponse Serums and Naturopathic Skin Supplements to treat specific skin conditions. In addition, the company has created a unique signature facial treatment using the new products: The ARK SkinResponse Facial incorporates deep massage and pressure point movements to deliver spectacular beauty and wellness results.

The new skincare range has taken over 4 years to develop and is based on 10 years experience in performing over 100,000 professional facials at Ark Health & Beauty.

ARK Age Aware Skincare follows the ARK philosophy of 'Truth in Skincare' and the desire to share its knowledge with its customers. This new, open and enlightened approach to skincare respects the evolving requirements of your skin as it ages, taking on a personalised approach with achievable results.

What's different about ARK Age Aware Skincare is that it's not categorised by skin type but by the stage your skin is at during the ageing process. There are two main skin transition periods in the ageing process where there is a dramatic shift in hormone production and a significant change in the way the body functions; late 20s to early 30s and late 50s to early 60s. By looking at these transition periods, ARK has divided its skin therapy into three age appropriate product lines:

age prepare (late teens to mid 30s)

age maintain (mid 30s to early 50s)

age repair (mid 50s and beyond)

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The ARK Age Aware Skincare range contains a powerful and unique combination of ingredients designed to combat the causes and effects of free radical activity, inflammation, dehydration,

breakdown of collagen, weakened immunity and loss of hormones by feeding the skin with essential nutrients and vitamins to help repair it and protect it from further damage.

The three main ingredient groups used in the formulations are: lipids, antioxidants and vitamins. The combination of these ingredients is upgraded to work harder as you move from one age category to the next. The lipids used range from Avocado & Peach for younger skin, Kiwi & Passion Fruit for maturing skin and Blackcurrant & Starflower for mature skin. The antioxidants include White Tea, Blue Lotus and Gojiberry. The main vitamin groups used are E, A & C.

The products have been conceived, developed and formulated by an expert team of leading chemists and health professionals and in partnership with Canadian Naturopathic Doctor Dr. Penny Kendall-Reed ND, a specialist in weight loss and stress related disorders and author of the best-selling book 'The Naturopathic Diet'.

Each age appropriate line comprises four core products: cleanser, moisturiser, exfoliator and masque – the fundamentals for a good regular skincare regime. Research at Ark Health & Beauty revealed that there were a number of skin concerns among their clients that would flare up from time to time and have to be treated for a short period with intensive treatment products. The answer was the development of a high potency range of eight **ARK SkinResponse Serums** containing clinically proven natural compounds within an almond oil-based solution to maximise absorption through the outer layers of the skin. The serums can be applied neat to the skin or mixed with your prescribed moisturiser or masque to treat specific skin conditions caused by the ageing process and other external factors such as the weather, illness, travel, stress, working environment and sleep. ARK SkinResponse Serums do just what they say they do. They respond to the needs of the skin by targeting these concerns for 6 to 8 weeks after which clients can go back to their regular skincare regime.

The serums include:

- Anti-Redness** - inflammation, eczema, rosacea
- Radiance** - dull, tired looking
- Antioxidant** - environmental damage
- Firming** - wrinkles, loss of tone, premature ageing
- Hydrating** - fine lines, tightness
- Clearing** - breakouts, congestion, shine
- De-stress** - sensitive, inflamed, capillary damage
- Phytohormone** - texture, tone, sagging

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In addition, there are 9 supporting skincare products, designed for use on all skins, to enhance the ARK Age Aware Skincare daily facial regime and give targeted treatment to specific areas of the face and body:

- remove pre skin cleanse
- hydrating toner
- plumping lip balm
- anti-wrinkle eye cream
- anti-ageing hand & nail cream
- facial sun screen SPF30
- vitality body wash
- invigorating body scrub
- nourishing body lotion

ARK recognises that a combination of internal and external therapies work best to improve skin and health. Naturopathic Doctor Penny Kendall-Reed has chosen ingredients based on 11 years of research and clinical practice to create a natural, therapeutic and preventative range of 12 **ARK Skin Supplements** to accompany each of the three age appropriate lines. These oral supplements are safe, free from side effects and will not interact with other medication. They enhance and strengthen collagen production, provide important antioxidants, reduce inflammation and improve hydration.

- Collagen Forte** including vitamin C, L-lysine and L-Proline
- Ultra Anti-oxidant** including C, E & A, bioflavonoid, hesperidin
- Nutri Derm** – essential B vitamins, Zinc
- Flex HA** – Hyaluronic acid
- Alpha Lipoic Acid (ALA)**
- Quercetin-Bromelain Complex** – includes Quercetin, vitamin C, Magnesium and Bromelain
- Opti EPA** - Eicosapentaenoic acid, high potency Omega 3 fatty acids
- DL Duo-Dophilus** - Probiotics
- Vitamin D**
- Amino Acid Complex** (age maintain)
- Co-Enzyme Q-10** (age repair)
- Isoflavones** (age repair)

Visitors to the company's four ARK skincare centres will be able to experience the **ARK Skin Response Facial**. Each customer will be invited to take the unique ARK Age Aware Assessment, a thorough skin analysis with a professionally qualified skin practitioner known as an ARK personal skin trainer, after which a skin health programme will be prescribed for a period of 6 – 8 weeks. Follow-up visits are encouraged to track progress and alter the product prescriptions according to the customer's skin's needs.

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The ARK Skin Response Facial provides an anti-ageing treatment that truly responds to the individual needs of the skin. The treatment is designed to combat the internal and external environmental factors that lead to premature ageing. It will cleanse and treat the skin, feeding it with essential nutrients and vitamins necessary to help it function normally and reach optimal health.

ARK Age Aware Skincare is available from September 2009 at ARK's skincare centres at Wimbledon, Putney, Fulham & Holland Park, telephone 020 8788 7080 and online at www.arkskincare.com

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