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SQOOOM

The End of the Facialist?

Turn Back Time with SQOOOM

Once in a lifetime a product comes along that is set to revolutionise our beauty routine and enhance our looks forever. SQOOOM is this product. By investing just a few minutes a day, skin will soon look brighter, tighter and more radiant than it has in years! SQOOOM, the innovative German skin treatment system is coming to the UK and will be launched exclusively in Harolds in Spring 2011.

SQOOOM uses a handheld sonic device to deliver specially developed and highly effective gels deep into the skin. The device uses a mix of ultrasound and ionisation to massage the epidermis (outide) and the dermis (interium) of the skin in order to activate muscular tissue and trigger regeneration and elasticity.

Commenting on SQOOOM, Helmut Schick says: "It is the unique combination of our patented Synchron Technology and the active ingredients in our gels that help to penetrate the outer layers of the skin and fix any damaged areas. The skin's appearance improves in a matter of weeks and with long term usage, wrinkles and other signs of age are significantly diminished."

These SQOOOM antiAge gels: 'xential hyaGel', 'DeSpotGel' and 'deanerGel' are available alongside a range of SQOOOM need gels to treat specific skin problems. These gels are applied to the skin as part of a specially designed 12 minute regime.

The SQOOOM products are being sold in Harolds from 1 March 2011. It is available in silver or black and costs £249 including two gels and the handheld device. The SQOOOM antiAge gels are available in 50ml and 100ml sizes. The DeSpotGel and deanerGel are priced at £79 each and deanerGel is £15.

The SQOOOM device guides the user through the best programmed for his skin: cleansing, massage, exfoliation, lifting, whitening and wrinkle care. SQOOOM deanerGel prepares the skin for the beauty programme. It contains craniole extract and also acts to give a mild lightening effect. The SQOOOM xential hyaGel is an anti-aging gel. This penetrates the critical skin layers, filling any hollow spaces, refreshing the skin and replenishing its natural hyaluronic acid levels. The SQOOOM DeSpotGel based on hyaluronic acid, is a wrinkle treatment. The handheld device is designed to European electrical standards and is equipped with a lithium ion battery and long-life battery.

- ENDS -

NOTES TO EDITORS:

About SQOOOM

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Two product lines, 'SQOOOM antiAge' and 'SQOOOM med', have been developed by Helmut Schick, CEO of the innovative Schick Medical GmbH. The product and gels were initially developed for medical use, for the treatment of skin disorders and acute pain relief. The anti-aging benefits were a very welcome side effect of the treatment and led to the development of SQOOOM antiAge. The SQOOOM antiAge products are available in Harolds from 1 March 2011. The SQOOOM med products are available in Harolds from 1 March 2011. 80% of people who own a SQOOOM set continue to purchase gels on a regular basis* and the company regularly receives correspondence from people who have seen a significant improvement in their skin – especially from users who have suffered from long term skin disorders.

SQOOOM has won many awards since its launch. In 2010, SQOOOM won a coveted European Business Award for Innovation. 2011 is a pivotal year for SQOOOM. Not only is the product launching in the UK, but also in Asia, South America and the Middle East.

For more information on SQOOOM, visit www.sqoom.de/en/uk/

*purchasing at least five additional gels per year

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