

A product to put an end to facelifts?

Wednesday, 26 January 2011 16:36



As good as a facelift, you say? Can the SQOOM wonder tool really be so amazing that it could put Silicone Valley and all plastic surgeons out of business? Well, it's time to find out. Is this good to be true, doesn't it?

Developed in Germany by Dr. Heimitz Schick, the SQOOM and its gels were initially developed for medical use for the treatment of skin disorders and acute pain relief. The developers soon found that the active ingredients welcome anti-aging side-effects and the treatments were altered to create the SQOOM anti-age

Since its launch in 2009, over 20,000 sets have been sold across Europe and, come March, the SQOOM will also be available on British soil. The SQOOM uses a handheld sonic device to deliver specially developed gels deep into the skin. It uses a mix of ultrasound and ionisation pulses to massage the skin's epidermis and the dermis, scheduling deep muscular tissue and tightening regeneration and elasticity.

Heimitz Schick, CEO of Schick Medical and developer of the SQOOM sonic, is the unique combination of our patented 'Synchro Technology' and the active ingredients in our gels that help penetrate the outer layers of skin and fix any damaged areas.

Could a 12-minute treatment have the same results as a facelift? Image: Shutterstock

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POLL

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Yes - I'm still on track
 No - I gave up Jan
 Well, kind of...
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NOTE

The skin's appearance improves in a matter of weeks and with long-term usage, wrinkles and other signs of age are significantly diminished," added Schick.

There are three different anti-age gels all developed for different skin conditions: 'normal hyal' is the strongest anti-ageing gel, 'DeSpot Gel' removes age spots and 'cleanser gel' works to prepare skin for the SQOOM beauty programme. These are available along with a number of other gels, each designed to target and work for specific skin types.

It all sounds very technical, but there is a simple four-step plan that cleanses, tones, massages, nourishes, lifts and decreases wrinkles – all in 12 minutes.

We asked the experts at SQOOM to talk us through this genius gadget, how it can work for us, and of course, when can we get our hands on one.

So, does SQOOM really work?

Yes, it does. We have sold over 20,000 sets and of these, over 80 per cent of customers are regular users buying at least five replacement gels per year. We have testimonials from many satisfied customers who have better-looking skin now than they have had in years.

We found the anti-ageing effects of SQOOM by chance after originally developing the SQOOM treatment for purely medical reasons. Users commented on how good their skin was looking, which led us to develop more specific anti-ageing gels with even more concentrated effects.

How long will I need to use it to start seeing a difference in my skin?

You should start to feel the difference almost immediately. From the very first treatment, your skin's blood circulation is improved, making it look brighter and feel smoother. After a couple of months of regular use, coarse pores are diminished, smaller lines start to vanish and the depth of larger wrinkles is reduced.

After the initial six weeks, when we advise that the treatment is carried out on a daily basis, treatment can be reduced to twice a week to maintain great-looking skin.

Do I have to run through each of the set programmes every time I use SQOOM? What if I don't have enough time to do the full 12 minutes?

The programme has been developed to allow you to get the most out of SQOOM, but if you miss a session or have to cut it short, there will be no repercussions and you can always do a longer session if you have more time. There is no such thing as over SQOOM-ing!

Can I use it anywhere else on my body, like legs or arms?

You can use SQOOM anywhere and everywhere that you have skin – but please don't use it on your eyelids!

What about all my usual moisturisers and products, can I continue to use them?

That is absolutely fine. Once you have finished using SQOOM, simply wash off the hyalGel and apply your usual moisturiser.

Name:

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Why does it cost so much?

We feel the price offers great value for money when you consider the results achieved. The price reflects the cost of not only the ground-breaking technology used within the handset but also the advanced materials used in its manufacture. The unique and highly effective gels also have a cost involved – they are quality ingredients and have significant research and development costs attached. We are continually working to extend our offer and provide even more effective treatments for our customers.

SQOOM Products will be available in Harrods from 1st March 2011. The standard black or silver models cost £549 with two xcentral hyalGel products.

Or, if you have £1,090 to spare, a Swarovski Crystal-encrusted SQOOM is available exclusively for Harrods. Better start saving the pennies for this sparkly gem.



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