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The first global beauty forum created by a pair of industry veterans, Wendy Lewis, aka The Knife Coach® & Elaine Linker, co-founder of DDF.

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HARRODS SWOONS FOR SOOQUM
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Photo Credit: SOOQUM

For U.K. luxury beauty aficionados who must have the latest, here's a product for you. Launching exclusively at Harrods this week is SOOQUM, a German skin treatment system that uses ultrasound and gels to activate muscular tissue and boost regeneration and elasticity of skin cells. The handheld sonic device delivers specially developed gels deep into the skin to make skin look brighter, tighter and more radiant.

As you might expect, the cost of such a device is not cheap – the set containing the device, one gel and a cleanser costs £529 (\$991). As this is the first time that SOOQUM is sold in the U.K., the launch is punctuated with a luxury device decorated with Swarovski crystals available in a set for £1098 (\$1,797).

Featured in each set is the xcellent hyalgal, an anti-aging gel that penetrates the outer layers of the skin to fill any hollow spaces, refresh the skin and replenish natural hyaluronic acid levels. Additional gels available for purchase include DaSpot gel (£79, \$127) based on gentian and sulfuraphere and designed for treatment of age spots, as well as a range of med gels to treat specific skin problems. Using the handheld device, the gels are applied to the skin as part of a 12 minute regimen.

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