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Ultra MD: A Medical Approach to Anti-Ageing Lanches in Australia

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Forget marketing hype, promises that fall short and clinical studies with a handful of compliant women. Beauty just got serious. Don't believe us? Talk to the Doctor. This week, Ultraceuticals launched the Doctors and clinically prescribed range of their skincare called Ultra MD. A super edited range of power packed performers that quite simply transform your skin. I've been in a preview program for the past 3 months and can only speak in superlatives about the results I have personally experienced.

by Bahar Etmnan, Rescu Editor and Founder

Meet the super heroes:

Ultimate Brightening Serum - Treats pigmentation, exfoliates deeply, reverses sun damage and uneven skin tone. Even gives a super glow to tired, sallow skin. (30ml, \$145)

Ultimate Firming Serum - A vitamin C and peptide loaded serum that's seriously souped up. Watch firmness and juicy plumpness return to the skin after only 2 weeks of daily use. (30ml \$135)

Ultimate Refining Serum - Power ingredient Ultra-Reti delivers stabilised retinol to fight fine lines, pimpentation and wrinkles. Suitable for even more sensitive skin types, skin texture is dramatically improved and skin actually looks and feels younger. (30ml, \$145)

Ultimate A2 Anti-Ageing Serum - Retinol stabilised in Ultra-Reti Soft Wax Microparticles gives this super powerful Vitamin A serum additional and prolonged stability, plus better delivery. Peptides, exfoliants and anti-inflammatory agents work together to dramatically change the skin. Not for the feint hearted, this mega dose Vitamin A serum is the skin's last stand against serious ageing both premature and long neglected, advanced sun damage and of course fine lines and wrinkles. (30ml, \$169)

What I experienced: Having been troubled by skin pigmentation for the past 8 years, I am always a sucker for anything that promises the reversal of hyperpigmentation and sun damage. The Hydroquinone-free Ultimate Brightening Serum harnesses AHA's & BHA together with skin brightening and lightening agents to lighten, deeply exfoliate and promote production of new skin cells faster. After one week, my skin had a much brighter and generally healthier appearance.

After 3 months, my pigmentation has **DRAMATICALLY** and visibly improved. Another super hero in the range for me was the Ultimate A2 Anti-Ageing Serum. I started by using this product twice a week and woke up to plumper, better hydrated skin straight away. After 3 months use and I am now using the serum four times a week, I have been asked on more than one occasion if I have had fillers and Botox. It quite simply works.



The technical breakthroughs: Dr Geoffrey Heber, the man behind the Ultraceuticals and Ultra MD range is one of the world's most quoted and regarded cosmetic physicians. He opened the Heber Davis Clinic in 1988 as has always been at the forefront of research and in clinic development. He is not a marketing guy. He is a skin svengali pure and simple. When I once asked him why some of the products don't smell better, he asked me if I was in the habit of spraying my face with perfume and on the spot, I got it. The new MD range has been born of his experience and requirements from the clinic. Artocarpus lakoocha which contains Oxyresveratrol (a super anti-oxidant) is a new ingredient found in the new range. Stabilised Retinoids with the latest micro-delivery systems that penetrate deeply for greater results and skin comfort are also a key feature of the MD range. Most importantly, it's the combination of high potency, tested and clinically proven formulas that when used together will deliver results that you can be proud of.

"Ultra MD skincare has been developed exclusively for medial recommendation with medically driven in-house R&D. Ultra MD contains high levels of high efficacy ingredients in clinically tested state of the art formulations." Dr Geoffrey Heber