

# BEAUTY

*cosmedica*

nov - dec 2010 | issue 48

S\$5.00

## POTENCY OF BIOLOGICAL SILK FIBRE

CHRISTINA HARNESSSES  
ITS BENEFITS FOR A  
LUXURIOUS BEAUTY  
TREATMENT

## EXPLAINING STEM CELLS

YOU HEARD THE  
HYPE, NOW KNOW  
THE SCIENCE

## PLACENTA IN YOUR PRODUCTS

IT COULD BE PLANT, ANIMAL OR  
HUMAN, BUT DOES IT WORK?

+

ACUPUNCTURE  
WITHOUT NEEDLES

INSURANCE FOR SPA  
INDUSTRY: WILL IT WORK?

WHAT TECHNOLOGY IS EUROPE  
USING NOW?

BEAUTY COSMEDICA



SINGAPORE // MALAYSIA // INDONESIA // HONG KONG // VIETNAM // PHILIPPINES // USA // INDIA // THAILAND // UAE // TURKEY // EGYPT



## Luxurious silk for absolute pampering

Christina's extravagant beauty treatment explained

Text | Fiona Poh

As an international dermatologist, educator and practitioner all at once, Christina is able to provide effective solutions to individual skincare needs by developing her own product lines and professional treatments. By knowing intimately both sides of the story, the skin problem and how to solve it, Christina's success can also be attributed to the numerous years of research that was spent. The benefits that one can gain from biological silk fibres have been researched carefully.

### The inside

According to Christina Zehavi, silk is so chock-full of protein and collagen, which is why it makes such a potent ingredient in beauty treatments. The silk that they employ in their products are biological silk fibre, a patented ingredient that you cannot find anywhere else, unlike other artificial silk fibre that you may have seen in many skincare products.

With silk fibres, proteins extracted from the silk cocoons are weaved into a dissolvable fabric combined with an activating alkaline gel to release the silk protein amino acids to penetrate the skin upon application. These silk fibres strengthen the skin barrier. Repair the damaged collagen skeleton fibres and increase the formation of collagen-I. They protect the skin from oxidative stress, improve microcirculation, and raise the skin's hydration and firmness. The proteins that are formed on the surface of the raw silk fibres tighten the skin and create an immediate lifting effect.

Initially used as a replacement for animal fats; now that they have been banned from being used in skincare products, it was discovered that the silk fibres that Christina uses also gives a lot of protein to achieve soft, radiant, hydrated skin, and the search for a replacement ingredient to replicate the effect that animal fats has was over.

**In the words of Christina Zehavi,  
"You can't argue with success. It just works."**

When used in beauty treatments, silk is a luxurious pampering process that addresses the causes and symptoms of ageing skin, ensuring instant gratification with a silky smooth complexion that will be perfect for any special occasion. This treatment is labelled as a VIP treatment that is a favourite of many well-known personalities around the world. We speak to Christina Zehavi, founder of the brand Christina, as she is in town for a workshop, to find out just what exactly makes silk such an effective and potent ingredient.

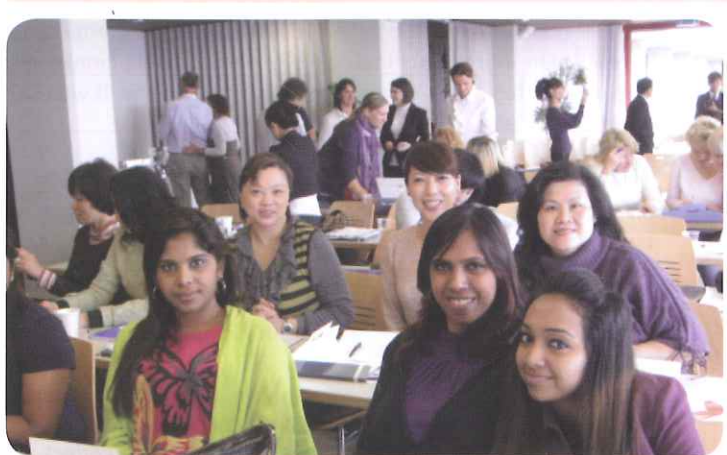
### What can silk fibres do?

- Instantly diminishes, smoothes, and firms wrinkles and fine lines within ten minutes
- Increases skin moisture, leaving skin soft and supple
- Infuses vitamins and rejuvenates tired skin
- Suitable for sensitive, seborrheic and couperose skin
- Restores ideal skin pH without irritation
- Protective shield against oxidative stress
- Strengthens the connective tissue by increasing the formation of collagen-I
- Improves microcirculation and strengthens the native collagen and elastin matrix
- Dissolves irregularity in fatty acids
- Promotes healthy skin cell growth



## Christina Exclusive Professional Seminar

The Christina Exclusive Professional Seminar held at The Pines on 15 November 2010 was conducted by the founder Christina Zehavi herself. The seminar was organised by Masquad, who flew Christina in especially for the seminar. The whole-day seminar introduced and demonstrated the benefits of three different ranges of products from Christina. Other than discussing the benefits of the products, they were also proven to the audience through the demonstrations of the products on live models.



## Beauty Choice annual trip

Beauty Choice recently took a trip across the globe with their beauticians and distributors. It was not just a training trip to Switzerland but also a sightseeing tour through Milan and Paris. Other than getting the rare opportunity to experience a hands-on training session with the trainers and chemists of Methode Cholley, those who went on the international trip were able to build up fond memories of the trip.

