DutyFree
& Travel Retailing Magazine

Face Matters brings new facial treatment to Cannes

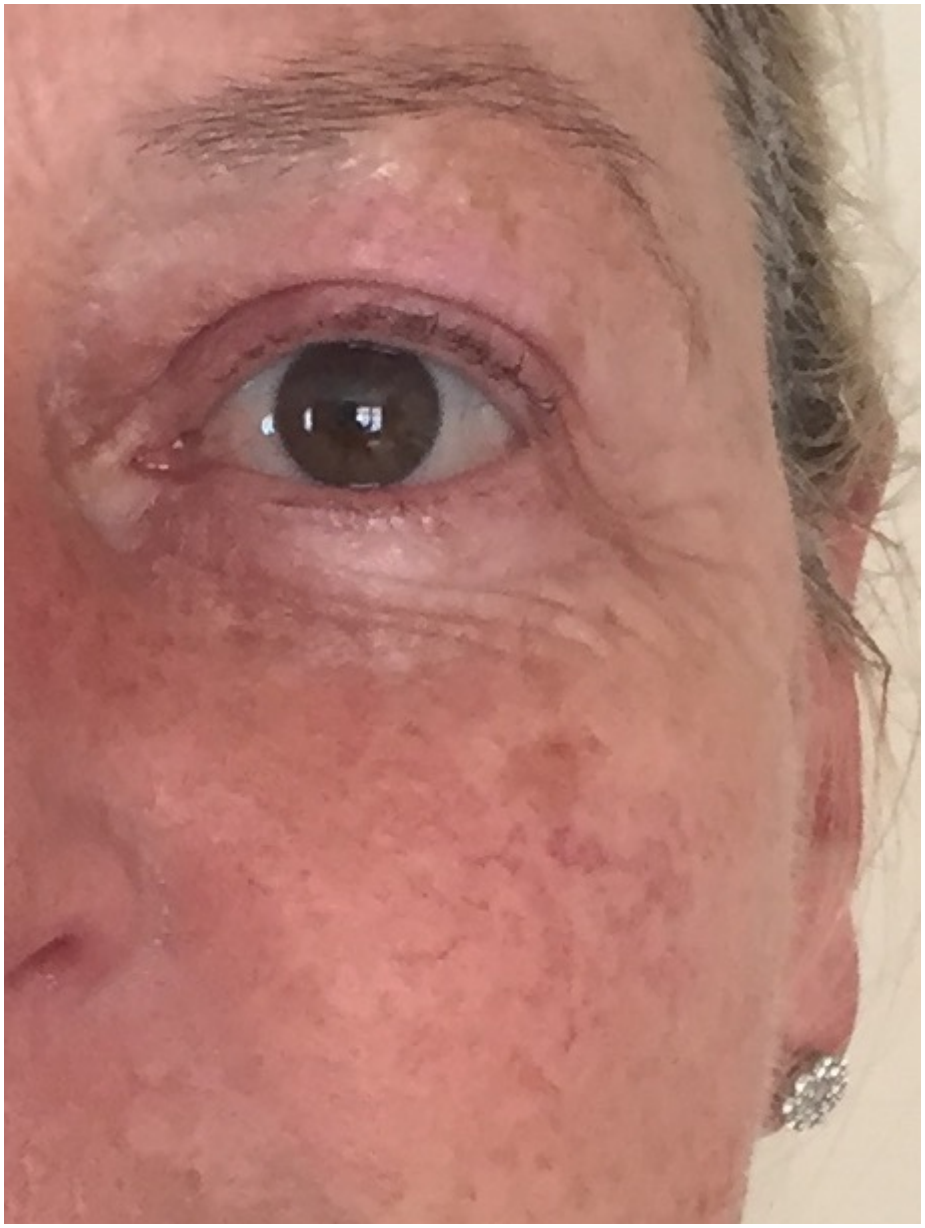
By **Jas Ryat** on September, 27 2016 | Fragrances, Cosmetics, Skincare & Haircare

Luxury skincare brand Face Matters is introducing high-intensity facials for the airport lounge spa market to work alongside its home skincare system.

The new Face Matters Instant Lift & Sculpt Treatment is described as the alternative to Botox and fillers and can be seen at the TFWA World Exhibition (World of Patria stand: Blue Village G13).

Copyright DutyFree Magazine. All rights reserved.

Copyright DutyFree Magazine. All rights reserved.



The treatment is suitable for both men and women and is a non-invasive, no downtime rejuvenation of the skin. The concept uses electronic high-frequency waves, which work with Face Matters products, to give the skin a toned and firm appearance.

Copyright DutyFree Magazine. All rights reserved.

“This new addition to our Face Matters offering is a new direction for us,” said Face Matters Founder Sally Curson. “We are very excited as we believe that this could revolutionize the airport lounge spa by offering an instant facelift before you fly. We can also see potential for this treatment on first-class long-haul flights, so no one will ever need to depart the plane without looking 100% fresh.”

With no age limit, the treatment can also be used all over the body, offering body firming and toning. The treatment itself is described as soothing and relaxing, making it the perfect addition to airports and planes, both of which are deemed to be stressful environments.

Copyright DutyFree Magazine. All rights reserved.

The treatment works with high-intensity waves which are used to reach the deep subcutaneous section of the dermis (approximately 1.5cm from the surface of the skin), heating them to a temperature of 40 degrees centigrade and maintaining that temperature for several seconds on a particular area. This causes a controlled trauma deep within the dermis and stimulates the production of collagen and elastin fibers, which in turn result in a smoother appearance to the surface skin. Fat cells are reduced and dispersed and, with the use of ceramic plates, the skin is then sculpted and re-contoured using the Face Matters collagen gel.

As the metabolism is increased, the circulation is stimulated and an immediate oxygen boost improves the tone as well as the texture of the skin. The deep heating causes the elastin fibers to be shortened, contracts the skin tissues and stimulates fibroblasts to produce new collagen, elastin and hyaluronic acid.

Copyright DutyFree Magazine. All rights reserved.