



STEM CELL BEAUTY INNOVATIONS™

Beverly Hills beauty secret arrives at Beyond Medispa at Harvey Nichols, London

Sheep placenta skincare innovation set to be the next major trend in non-surgical anti-aging

Its devotees in Los Angeles are said to include Simon Cowell, Denise Richardson and Kim Kardashian, and now those living in London can enjoy the O-Placenta™ stem cell-based skincare range to the UK for the first time, exclusively available from Beyond MediSpa at Harvey Nichols in Knightsbridge.

The only products in the UK to incorporate stem cells harvested from mammal (specifically New Zealand sheep) placenta, the Stem Cell Beauty Innovations (SCBI) range is widely used by dermatologists and cosmetic doctors in the USA, including Beverly Hills-based dermatologist to the stars, Dr Harold Lancer.

The SCBI products are at the cutting edge of science and aesthetics and have been shown to encourage the increased production of collagen, glycoproteins and elastic fibres to re-energise the skin and reduce the signs of aging. Therapists at Beyond MediSpa have incorporated products in the range into a special 75 minute facial treatment (£185 per treatment or £925 for a series of six treatments), tailored to each client. The treatment includes exfoliation (with an option of light peel or microdermabrasion according to clients' needs) and red LED light therapy, which helps the stem cells penetrate into the skin to the regenerating effects.

"Stem cells are extremely hot news at the moment, with medical experts and cosmetologists exploring the many uses for these amazing cells, from giving hope to patients suffering from paralysis to those looking to harness the unique qualities of stem cells to turn back the signs of aging," comments Preema Vig, medical director of Beyond MediSpa at Harvey Nichols. "Clinical tests have shown the effectiveness of O-Placenta, which is the key active ingredient in the serum, against common conditions such as rosacea and acne – both preventing and curing – and dermatologists report patients' skin being better hydrated and smoother after regular use of the product."

At the heart of the five-strong range is the Stem Cell Daily Gold Serum (15ml, RRP £129), a highly concentrated serum which incorporates stem cells and 24 carat gold. Designed to be left on the skin, users can apply makeup or sunscreen over the top. The gold particles both add a glow to the skin, and are thought to help the stem cell extract penetrate into the dermis.

The other products are a Stem Cell Moisturiser (30g, RRP £95) and a Stem Cell Eye Firming Cream (15g, RRP £95), as well as a daily cleanser (50g, RRP £65) and an exfoliant (50g, RRP £65), both made with volcanic ash, designed to prepare the skin for the O-Placenta™-based products.

"Over the next 12 months, the beauty market is likely to be flooded with products claiming to harness the power of stem cells, and indeed, you can already buy products made with apple stem cells, but SCBI's research in the USA shows that these are far less effective at penetrating and stimulating cell renewal in humans than those taken from mammals," explains Jo Morris, director of Beyond Medispa.

O-Placenta is the most nutrient rich and potent form of ovine placenta extract, sharing many similar properties with the embryonic stem cells which are being used for nerve regeneration in paralysis victims. These are ethically harvested from sheep, post birth, so there is absolutely no harm to the animals, and the extract then undergoes a purification process to produce O-Placenta™.

For more information on the Placenta Facial by SCBI at Beyond MediSpa, please call 020 7201 8595 or visit www.beyondmedispa.co.uk. For more details on the SCBI range, or to find other stockists outside London, please visit www.stemcellbi.co.uk or call 01423 567822.

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Notes to editors: SCBI UK will be exhibiting at Professional Beauty (Stand R31) at Exel on 24 & 25 February 2013.

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