

intraceuticals
it's in the skin

SALON INTERNATIONAL



Intraceuticals Infusions Now in India

by Shikha Swaroop



Patricia Steel, Training Manager of Intraceuticals shares with Salon India the story about her association with the brand, its journey so far and benefits

It was almost 10 to 11 years ago that Patricia Steel was introduced to Intraceuticals, the Australian skincare brand. Since then, there has been no looking back. Being associated with the brand since its foundation years, Patricia has immense experience.

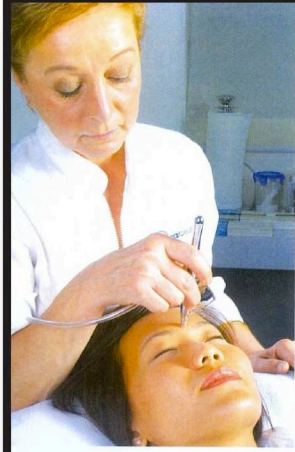
Your role at Intraceuticals.
I have been associated with Intraceuticals from the time of its inception. I'm a Training Manager and travel extensively to train estheticians around the world. I have trained many professionals like Madonna's personal facialist Michelle Peck, Donatella Versace's entourage and ex Prada designer Neil Barat Barbour. I have also trained some of the famous plastic surgeons in Hollywood and Beverly Hills and have coordinated many PR events.

What motivated you to be associated with the brand?
The concept itself was unique. I came to know about this from one of my pharmacist friends, who was associated with Anthony McMahon, the brain behind the brand. He told me about this innovation. The use of therapeutic grade of oxygen and hyaluronic acid to deliver a serum was something I had never seen before. It was an amazing technique that gave

instant results. The skin showed signs of instant rejuvenation where the serum helped in cellular regeneration.

How do you define the Asian skin?
Anatomically, skin is all the same. It has been classified into epidermis, dermis and hypodermis. Any product applied works on the epidermis in general.

What are the skin problems you feel, are specific to India?
Though, the Indian skin is one of the best, it is prone to certain problems that are very pertinent. Young people suffer from freckles, pimples and common skin outbreaks while, the older group suffer from blackheads, whiteheads and lack of firmness of the skin. One should take



Patricia Steel treating a client



The Intraceuticals Infusions treatments drastically reduce the visibility of fine lines around eyes and mouth

How crucial is training? How do you think the technicians keep themselves abreast with the change in the technology? How often is training updated?
Training is an important facet at Intraceuticals since it is the only professional skincare company that is qualified to apply pressurized, therapeutic-grade oxygen, along with the targeted serums directly to the skin. It is completely non-invasive where the oxygen is infused. We brief the trainees about the techniques and the introductions in the field.

People are becoming quality conscious as there are premium brands being launched in the country. What are the ingredients used in Intraceuticals?
Intraceuticals uses compressed and pressurized oxygen along with the targeted serums. Our products are scientifically tested. The brand's signature treatment, Intraceuticals Infusions, uses oxygen under pressure and Hyaluronic Acid that is delivered to the targeted area. These are generally infused with serums.

What are the tests that the company has undergone?
The product has been

developed in Australia and is based on research from Australian universities. We have presence in over three thousand clinics worldwide.

What is the process of the treatment? Please elaborate.
An Intraceuticals Atoxelene Infusion works at harnessing three elements to achieve the desired result.

The first step includes infusion of oxygen into the skin under light pressure at the targeted area. This is followed by application of infusion of concentrated serum that helps to improve the skin's moisture levels. This infusion is a combination of Hyaluronic Acid and Argireline as they help to hydrate the skin that evens out the expression lines and increases firmness. The patrons are then provided with the treatment support products to supplement the skin with skin nutrients that would help in the long run, by maximizing the benefits.

What are the side effects and downtime of the treatments?
There is no downtime and side effects associated with Intraceuticals Infusions. It makes the skin look younger.



A range of skincare products by Intraceuticals

INDIA, November 2011