



Michelle Peck, who has performed hyperbaric oxygen facials on Madonna, demonstrates on Evie Evangelou, a spa publicist. The treatment is supposed to make skin look dewier and smoother.

## Does the Quick-Fix Oxygen Facial Really Work?

By NATASHA SINGER

EVIE EVANGELOU, a spa publicist and consultant in New York City, has scoured the world for new and unusual beauty regimens to lure clients to Now, a spa that is scheduled to open on Madison Avenue in May. Last week Ms. Evangelou discovered a treatment courtesy of Madonna that she says could be the next big thing: the hyperbaric oxygen facial. Madonna has recommended it on her Web site and in an interview with Harper's Bazaar.

The facial involves a machine that sprays atomized moisturizers onto the skin using a stream of pressurized oxygen. The treatment is supposed to hydrate skin immediately, making the face appear smoother and plumper.

"So many celebrities are doing the treatment because it temporarily diminishes all the tiny imperfections that would otherwise be visible on high-definition TV," said Michelle Peck, a masseuse from Los Angeles. Ms. Peck is referred to as Madonna's personal oxygen treatment facialist on the Web site [madonna.com](http://madonna.com). She came to Manhattan last week to demonstrate the facial on Ms. Evangelou and other spa managers, a trip sponsored by the maker of the oxygen compressor used in the facials.

The lack of clinical evidence on oxygen facials has not prevented prominent dermatologists from offering them for up to \$500. Six weekly treatments, followed by monthly "maintenance" treatments, are recommended to keep the face looking dewy and juiced up, Ms. Peck said.

Dr. Bradford R. Katchen, a dermatologist in New York City who just bought an oxygen compressor for his office, said the treatment is most appropriate for film or television actresses or for people who plan to attend a special event.

"It's the ultimate hydration therapy that makes your skin look better instantly and stay that way for a few days," said Dr. Katchen. The facials may provide a moisture boost that makes skin smoother so that it is easier to apply makeup, he said.



Madonna at Grammy Awards in February.