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Oxygen for renewal

INTAN MAIZURA AHMAD KAMAL

Feed your face with pure oxygen. International beauty trainer Belinda Patterson tells INTAN MAIZURA AHMAD KAMAL there's not enough oxygen in the air we breathe



AS a consumer, it's good to ask questions. "If you don't feel comfortable with any procedure, don't do it. If somebody can't explain to you how the treatment is going to feel and what you can expect the result to be, then don't proceed with it," advises Belinda Patterson.

Patterson, 29, is the international training manager for IntraCeuticals, a professional market skincare brand from Australia that's available in medical and skincare clinics globally.

The Aussie was recently in Kuala Lumpur with Collen Chan, the brand regional director for Asia, to talk about the revolutionary products developed by IntraCeuticals' biochemistry team and to offer a glimpse of life as an international trainer.



"If you hear something is too good to be true, then it probably is," she says with a chuckle as she expands on her tips for consumers wanting to explore the mind-boggling world of beauty quick fixes. "It's always important to know what you're getting yourself into and what the product is all about.

And of course, whether it delivers what it promises." She has no such qualms about IntraCeuticals though. "I've been an aesthetician for the last 10 years and I've never seen a product that can deliver results in such a short time." Instant results and completely safe — that's the brand's claim to fame. Madonna, Eva Longoria, Heidi Klum and Justin Timberlake are big fans of 02 IntraCeuticals Infusion, a quick beauty fix comprising a facial pure oxygen and a magic serum that's said to give glowing rejuvenated skin.

"This is achieved through hydration," explains Patterson. "The hydration level is increased to such a degree that it plumps, firms and tightens the skin. "Oxygen gives clarity to skin. There's not enough oxygen in the air that we breathe — only 21 per cent and the rest are made up of other gases, some of which are not so good." Although it only takes half an hour, the treatment requires a professional to administer it. Elaborates the Sagittarius: "We cleanse and exfoliate the skin before using an oxygen concentrator, a machine that converts air to oxygen. "We use the oxygen under the principle of hyperbaric pressure. It's not only healing for the skin; it also increases its cell renewal rate." The hyperbaric pressure is created through the application methodology. "Attached to the flow of oxygen, we have a modified airbrush gun," continues Patterson. "We use this to administer specialised serum to spray onto the skin. An applicator hovers over the surface of the skin creating a bubble of pressure. This pressure delivers the healing and renewal benefits but also pushes the serum into the skin." There are other support products formulated on the actual serums used in the clinics, which the customer can use at home to maintain the results. For those who can't quite afford this sort of specialised treatments, Patterson recommends going back to basics. "Your skin is your shell and it exposes what you do to it. To keep it looking good, keep stress at bay, eat well, drink and smoke less, and just take of your body." Patterson who recently moved to Hong Kong with her husband, enjoys her job. The perks of travelling to different countries and seeing different cultures make it all worthwhile. She's really excited about the brand's potential in Asia and is looking forward to being a part of its Asian operations. "We've been in Malaysia for two years (IntraCeuticals' products are distributed by CN Beauty Sdn Bhd) and we're already in Thailand, India, Vietnam, Indonesia, Singapore and the Philippines," she says. One of the biggest challenges she faces is the language barrier. "It's tough having to rely on the translator. You have to trust that they're getting the right information across." To be a successful trainer, adaptability and the ability to communicate on every level are very important. Says Patterson: "When I started with IntraCeuticals, I was a sales person on the road, so I've seen each area of the business. "I can talk to any person from any level, whether it's a therapist, a salon owner or a marketing manager."

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