

# Alumier<sup>MD</sup>

-Press Release; March 2017 AlumierMD Launch-

## Brighter Ideas in Skin Science: Introducing AlumierMD



AlumierMD, which is exclusively available through skin care professionals nationwide, was created by a global team of leading scientists, dermatologists and industry professionals. Leading the scientific team are revered experts Dr. Karl Lintner PH.D., who was responsible for introducing the peptide concept to cosmetic applications and Dr. Mindy Goldstein, PH. D in UV damage and DNA Repair. Together AlumierMD's research team have brought over 100 years' combined experience and knowledge to the brand, resulting in a range that truly delivers on every level.

Focusing on the science behind great skin, the results-driven professional treatments and at home medical-grade products draw on clinically-proven, high-performance ingredients and the most advanced delivery systems. With a dedication to clean science, active molecules are included in a concentration to deliver optimal results. Pairing performance with a beautiful aesthetic, this is a new breed of skincare which will integrate seamlessly into your everyday regime.



### The Science Behind Great Skin

AlumierMD was born out of an understanding that everyone covets clear, beautiful skin but no two skins can be treated the same way. The esteemed scientific team understand the physiology behind different skin types and conditions and

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have translated this into a comprehensive medical skin care line. Combining state of the art science-based formulations with innovative delivery systems, the products and professional treatments address multiple skin concerns and perform progressively over time. They allow the professional to tailor regimes to the unique skin profiles of each individual, from skin type and conditions to variables such as age, ethnicity and climate, to deliver superior results. But that's not all, AlumierMD have also thought about preserving the activity and integrity of ingredients, designing clever bottles that keep them fresh.

## **AlumierMD Professional Treatments**

AlumierMD have a range of professional treatments from facials to peels and radiance treatments.

The AlumierMD Peels come in light and medium depths that can be repeated for progressive and gradual results with minimal down time. As the most beneficial ingredients for the skin tend to degrade or denature when placed in the low pH of chemical peel formulas, AlumierMD's peels use only the pure acids; antioxidants, anti-ageing and brightening booster ingredients are applied post-peel in the Brightening Accelerator so all components remain optimally effective.

## **The Formulation Approach**

Healthy and youthful skin is radiant - it reflects light like a diamond. There isn't one perfect formula or magic ingredient for younger, smoother and brighter looking skin, because there are multiple skin profiles. That's why the AlumierMD experts have designed a multi-faceted regime that targets the underlying physiology of each skin type, condition and individual.

## **AlumierMD Home Care**

The home care range from AlumierMD features the highest quality ingredients. There is no 'angel-dusting' in the products – the bioavailability of every molecule has been optimised and delivers a therapeutic purpose. Making up the selection of home care are three SPF's to protect including tinted formulas, a trio of products to reduce oxidative stress and sensitivity, four formulas to increase collagen, elastin and clarity, seven products dedicated to stimulation including three strengths of retinol and four moisturisers. In addition to that, there are three supporting products – two targeting the eyes and a neck and décolleté cream alongside four cleansers.

Developed following years of research and development, AlumierMD have created a range of results-driven treatments and products that draw on the highest calibre ingredients and latest, most-innovative delivery systems. Fusing integrity of ingredients and a dedication to clean science with a luxurious look and feel to create the ultimate experience, AlumierMD are set to carve a new niche in the skincare industry - luxury medical.



**For more information and stockists, please visit [www.alumiermd.co.uk](http://www.alumiermd.co.uk).  
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