

FACE FACTS

YOUNGER-LOOKING SKIN – THE SECRET GOES DEEPER THAN YOU THINK

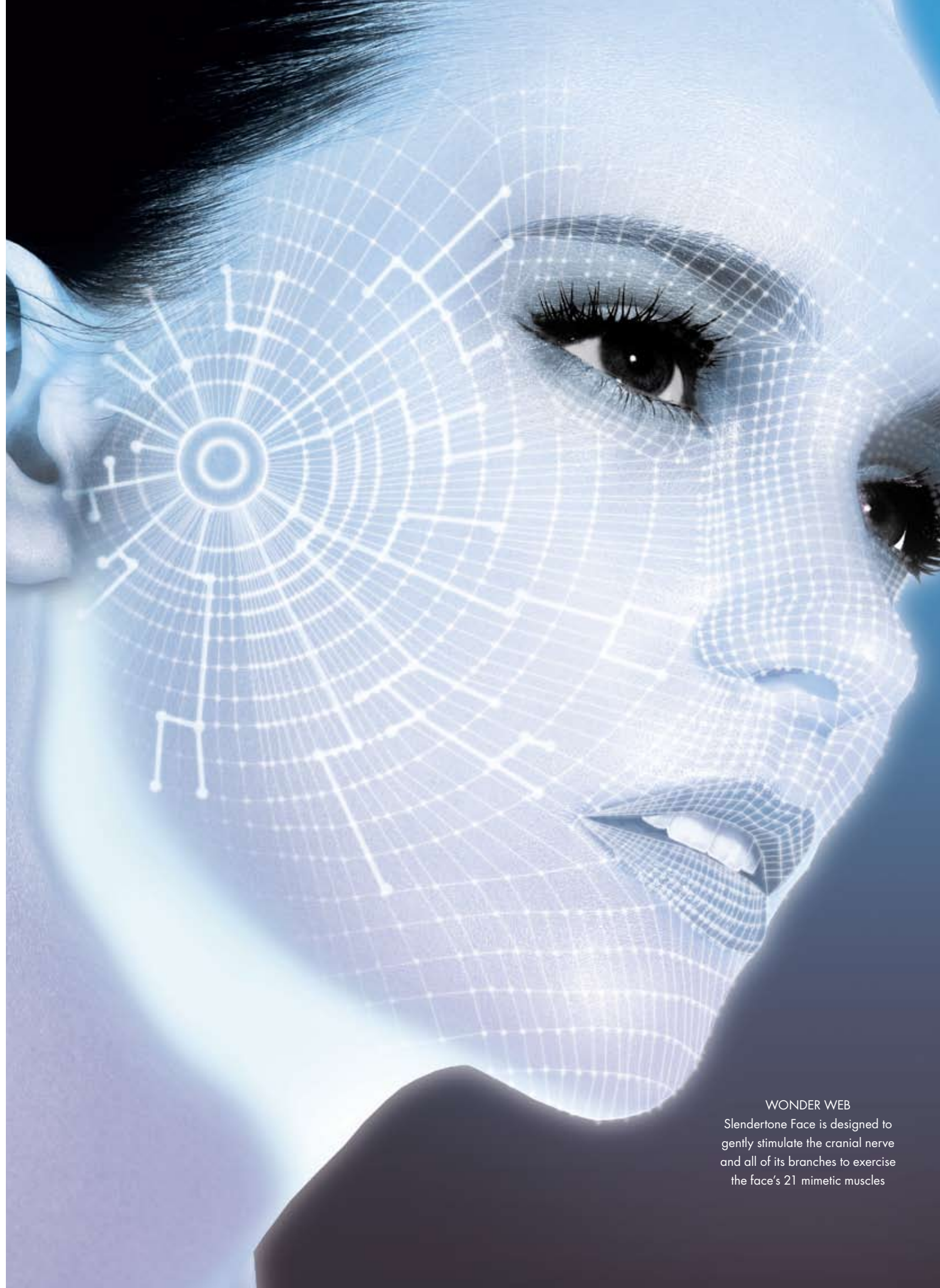
In the fight against ageing, you're probably doing everything right. You enjoy a healthy diet, avoiding too much wrinkle-causing sugar, fats and alcohol. You stay out of the sun whenever you can, knowing that UV rays break down collagen and cause premature ageing. You know the importance of skincare, and invest in a great 'cleanse, tone, moisturise' regime – but somehow, it's not enough. Despite all our best efforts, our faces will inevitably sag and lose volume over time. So what's the cause, and what can be done?

'The anti-ageing debate revolves around a number of established factors; Slendertone Face changes the terms of the debate. To complete their beauty regime, women need to tone not only the skin but the muscles too – to add volume, combat sagging, and deliver a natural facelift from the inside out'

DR PATRICIA SMITH

CEO BIO-MEDICAL RESEARCH LTD

In all our attempts to stay younger-looking for longer, there's one thing we're missing – and it makes perfect sense, considering how we keep the rest of our body in shape. As we age, our muscles naturally deteriorate if they are not in regular use, and the face is no different to the body. When muscles – the underlying structure of our skin – lose volume and elasticity, the face can start to look hollow. That's where Slendertone Face can help. Designed by Slendertone, the experts in muscles and muscle-toning, this revolutionary anti-ageing product is the missing link in the quest for youthful-looking skin.



WONDER WEB

Slendertone Face is designed to gently stimulate the cranial nerve and all of its branches to exercise the face's 21 mimetic muscles

WHY WE NEED IT

To understand how Slendertone Face works, we need to take a closer look at the foundations of the face. Unlike the muscles in the rest of our body, which are attached to bone, facial muscles are attached to the overlaying skin, so that when they lose their elasticity, they are no longer able to support it – hence the face loses volume and its youthful shape. Slendertone Face is carefully designed to focus on the face's 21 mimetic muscles, the muscles of facial expression, which have a direct impact on the ageing process, dictating the depth and position of deep wrinkles. These muscles are small and delicate, and have previously been very difficult to exercise.

HOW IT WORKS

Slendertone Face harnesses the same Electronic Muscle Stimulation (EMS) technology as Slendertone's body-toning products – technology that has been used for more than 40 years in hospitals, clinics and physiotherapy practices around the world to strengthen and rehabilitate muscles. Designed like a headset, with pads placed on either side of the face, it works by targeting the nerves in the cheek area that control the facial muscles, gently but effectively 'exercising', firming and toning them, to add volume, combat sagging, and deliver a natural facelift from the inside out.

WHAT IT DOES

Regular use of Slendertone Face can help boost muscle volume, which in turn lifts and plumps the skin, smoothing out the surface and reducing the appearance of lines and wrinkles. In addition, the toxin-clearing increase in blood-flow to the skin and muscles helps improve the skin's condition, complexion and general health. A clinical trial by Slendertone and the University of Galway over a 12-week period showed that participants who used Slendertone Face five times a week for 20 minutes a time saw an average increase in muscle volume of 18.6 per cent, with some users seeing the muscle lift by almost 50 per cent. Ninety-four per cent of trial participants reported their face felt firmer, and 90 per cent reported an improvement in facial tone.



ABOUT SLENDERTONE

Slendertone is a subsidiary of Bio-Medical Research Ltd (BMR), which manufactures electrical-stimulation products of medical quality, supported by strong clinical evidence and subject to controlled product trials. Slendertone Face harnesses Electronic Muscle Stimulation (EMS) technology – the same safe, patented technology used by doctors, physiotherapists and athletes worldwide every day. EMS has been used for more than 40 years in hospitals, clinics and physiotherapy practices to strengthen and rehabilitate muscles and help improve the lives of more than 300,000 patients a year. Every Slendertone product undergoes the same rigorous research-and-development process, and has been developed and manufactured to the highest standards.

HOW TO USE IT

Use Slendertone Face five times a week in 20-minute sessions for the first 12 weeks. After each session, there will be an immediate effect of radiance to your skin; after two weeks, you should start noticing a difference in skin condition and complexion; and after eight weeks, muscle volume will generally have increased by about 8 per cent, and you'll start noticing a gentle lifting effect. The remaining six weeks completes the exercise programme. After this period, continue using Slendertone Face twice a week for 20 minutes to maintain muscle tone and shape.

WHAT YOU GET

Slendertone Face is available exclusively at Harrods for £300, and includes:

- Rechargeable headset-based delivery system and hand-held controller
- 12 sets of headset gel pads (available to replace at £20 for 12)
- 0–20-minute treatments
- Varying levels of intensity, to suit all users

For more information, visit www.slendertoneface.com.

SLENDERTONE FACE: IN FIGURES*

- **94%** reported their face felt firmer
- **90%** reported improvement in facial tone
- **80%** reported their face looked lifted
- **82%** reported a healthier-looking complexion overall
- Ultrasound imagery showed an average increase in muscle volume of **18.6%** in the test group; during the same period the control group showed a decline in muscle volume

*AFTER A 12-WEEK CLINICAL TRIAL OF SLENDERTONE FACE BY 97 PARTICIPANTS AGED BETWEEN 35 AND 55

BAZAAR READER EVENT

For your chance to try the new Slendertone Face product and have all your anti-ageing questions answered by Newby Hands, *Bazaar* Health and Beauty Director, come to a special masterclass event at the Veuve Clicquot Champagne Bar in the Harrods Designer Rooms, First Floor, Harrods, on Wednesday 21 October, 6pm–8pm. To apply for tickets, email harpers.events@natmags.co.uk by 9 October, with your name and number of tickets required. You will be put into a draw, and names will be selected at random. Numbers are strictly limited and the magazine's decision is final. Alternatively, go to www.harpersbazaar.co.uk for the chance to be one of a lucky handful of readers to have their anti-ageing questions answered online.

FACEFORWARD

Think you know all about how to stay younger-looking for longer? Think again. Discover a whole new perspective on anti-ageing that's about to change everything...