

and the water in skin. Elysée is now featuring in its entire line the first restructured active complex, which restores the circulation of water within the skin in order to address aging and dehydration. The key to the structured water is the presence of specialized proteins known as "water channel" cells. The structured water used in Elysée Scientific Cosmetics' entire line faces less resistance in penetrating the cell walls and can produce faster hydration of the cell tissue.

Another aid to the circulation of water in the skin is with aquaporines. Elysée Scientific Cosmetics uses specific aquaporines known as type 3 (AQP3) in all of its products to enhance the skin and provide an overall firmer, smoother and more vibrant appearance.

There are several recent additions to the Elysée Scientific Cosmetics line. Collaboost-1,3™ Skin Infusion Gel boosts the production of Collagen III, which is lost as the skin ages. Bioaccel-SB Skin Energizing Serum combats the look of damage done by stress and behavioral factors with the combined benefit of bio-peptides, DMAE, ESCoMoist and ETP (Epidermal Thymic Factor and other skin-brightening ingredients visibly reduce dullness, roughness and uneven skin tones). Firmance Pycnogenol Firming Serum is a multi-action complex of anti-oxidants and botanicals to address the visible signs of aging caused by free radicals' damage. Optim-OX Oxynate Conditioning Crème boosts the skin's oxygen level through proper hydration. YouthSpan Facial Resurrection Night Crème in the short term improves the skin's moisture and tone as well as reduces ruddiness, and in the long-term, achieves an optimization of elasticity and enhancement of skin tone.

Elysée Scientific Cosmetics are now available in New York City exclusively at the Turtle Bay SPAfumerie at 900 Second Avenue, New York, NY 10017 (212-644-9525 and at turtlebayspa.com). The line is also available directly through Elysée's Corporate Headquarters at 608-845-3664, at www.elyseecosmetics.com, at Elysée Rejuvenation Centers, on the Home Shopping Network at www.hsn.com, on tSc-The Shopping Channel Canada at www.theshoppingchannel.com and nationwide through various salons and doctors' offices.



Loni Albert of *Fitness* magazine and Ellen Miller of *Allure* at a display of Elysée Scientific Cosmetics products at the Turtle Bay SPAfumerie

Mind/Body Therapies

Psychologist Dr. Kristina Ivy has been treating minds for 10 years. Now, she is addressing the needs of bodies with the launch of her RICA Exotic Therapy™. These bath and body therapies target health-conscious users of high-end natural products. They encourage people to make bathing and grooming a relaxation ritual.

Rica is the Spanish adjective for rich and sumptuous. The Exotic Therapy™ line for the body, bath and home is all handcrafted fresh and made to order. All products contain recognizable ingredients from around the globe.

They are pure, simple and proven to work.



RICA Exotic Therapy™
Siesta Salts by
Dr. Kristina Ivy



Dr. Kristina Ivy has developed RICA Exotic Therapy™.

"What we put on our skin affects our entire system...it is our belief that you shouldn't put anything on your body that you couldn't put in your mouth," Dr. Ivy affirmed. The RICA Exotic Therapy™ products contain such ingredients as coconut milk, yucca root,

botanicals, Hawaiian kukui nut oil, shea butter, passion fruit oil, Indian mowrah butter and African baobab oil.

All of the RICA Exotic Therapy™ products are available online at www.ricabody.com and in exclusive boutiques. They range in price from \$6.50 to \$37.50.