

10 Minutes with

DR ANITA HEGDE

Dr Anita Hegde is an experienced cosmetic physician, specialising in cosmetic medicine. She graduated in Medicine and Surgery from the University of Otago Medical School, New Zealand after which she completed rotations in Ear Nose and Throat surgery, Cardiothoracic, Plastic Surgery, Emergency Medicine and General Medicine.

Dr Hegde has a wealth of knowledge and experience, acquired after spending the past 16 years working in cosmetic medicine. She developed an interest in this field many years ago, whilst gaining skills in the laser treatment of birthmarks and vascular conditions. Subsequently, a growing demand for her cosmetic treatments led to Dr Hegde developing expertise in facial rejuvenation. She has recently made world wide press for a skin cream formulation that made its way into the goody bags of the Hollywood elite thus selling out within days of its intro to the public. We spoke to Dr Hegde about this and also her success as one of Sydney's leading cosmetic physicians.

WHAT IS YOUR BACKGROUND WITH SKINCARE AND SKIN TREATMENTS?

I have been a Cosmetic Physician for 20 years performing cosmetic injectable treatments, skin peels, sclerotherapy and laser treatments. I sat on the Board of our Medical College for a year and I rapidly learnt what was happening in the cosmetic community. For the past five years I had been formulating my clinic's peels so I knew exactly what I was putting on my patient's skin. Cosmetic chemistry fascinates me.

Over the years, the one question my patients kept asking me was what skincare products to use. So my journey started as a quest to answer that question.

Walking into prominent beauty counters, I could see the information was confusing. The marketing, the "pseudo-science speak". I was confounded.

I knew there had to be a better way, and I am fairly determined, so that is what led me to where I am now.

Winning an academic medal early on in my cosmetic medical career certainly assisted my credibility with my peers. I confided in a few doctor and industry colleagues that I was creating a skin smoothing cream and had their universal support – I even received a few requests to stock it in their clinics! Their support has meant a great deal and spurred me on.

WHAT LED YOU TO CREATE A SKIN CARE CREAM?

There were so many products and so much inaccurate marketing. I thought, 'I can do this. I have this vast clinical experience'. I read so

many medical research papers and worked out the products that had merit.

I was very focussed and realised that I should stop thinking and just create it. So I did. I engaged expert scientists and created a high-end, skin smoothing moisturising cream with active ingredients.

I have tested and re-tested for over a year before I settled on the formulation that I was happy with, ensuring that it was easy and uncomplicated.

WHY DO YOU THINK AS A STAND-ALONE PRODUCT IT HAS BEEN SO POPULAR?

Authenticity.

There are a significant number of people who don't want a lot of fuss in their daily skin-care routine and I am creating for that niche market. I wanted to make sure I produced the right product for the right person because one thing rarely suits everyone.

I've listened to what they were saying and also knew what I would like for myself. Their bathrooms were full of unused potions and jars of cream and some were using seriously costly regimes, without any evidence of them actually working.

WHAT ARE THE KEY INGREDIENTS AND EXPECTED RESULTS?

The Skin Smoothing Moisturising Cream is made from natural or naturally derived ingredients. That was important to me. It is a multi-tasking moisturiser with potent, active, skin-smoothing elements.

Retinol is housed within a unique, slow-release, stabilised preparation. This prevents its degradation in the container before it reaches your skin. It is proven to boost collagen production and increase cell turnover – essentially improving/preventing fine lines and evening out discolouration. Many years of research backs this up.

Vitamin C, in its most stable form, with Vitamin E creates a synergistic effect. Peptides plump your skin. Organic Camellia (tea) oil used in Asian cultures for centuries and Passionfruit oil enhance moisturising.

Anecdotally, a few people with rosacea have had very good results with it. The ingredients in combination are better than the parts.

Your skin will feel softer and look more lustrous in the first few weeks. After 3-4 months of regular



use, you will notice minimised and softened fine lines. The cream is applied at night a few times a week and slowly built up to nightly use. Of course, daytime sun-screen is important when using retinol.

AS A COSMETIC INJECTING DOCTOR, DO YOU THINK SKINCARE AND SKIN TREATMENTS GO HAND IN HAND WITH INJECTABLES?

Good quality skincare products are a vital part of the journey with cosmetic injectables.

TELL US ABOUT THE LATEST 'GIFT BAG' OPPORTUNITY YOU RECENTLY HAD.

It was a great opportunity and truly exciting! Awards nominees staying at the Beverly Hills Four Seasons Hotel were gifted high-end luxury products ('swag bags'), including my Skin Smoothing Moisturising Cream. The recipient list was raft of celebrities such as Morgan Freeman, Matt Damon, Kate Winslett, Jennifer Lawrence and Brie Larsen, to name a few. Apparently, Brad Pitt was interviewed at the hotel and gifted my Skin Smoothing Moisturising Cream!

Prior to that, I had small-scale success within my practice but I didn't know if that would relate to a wider audience. This opportunity certainly put my product out there.

ARE THERE OTHER PRODUCTS EXPECTED IN THE RANGE?

I have two or three more products evolving in my mind. I like to absorb masses of information, mull over it for a while and then the development process begins.

This journey has been so focussed that I want to catch my breath right now and allow this to evolve. I feel I have put myself out there with something that I believe in. It's a vulnerable place to be in. We'll see what the universe delivers. Whatever happens next, I feel incredibly grateful for the journey so far.