



DR ANITA HEGDE

Skin Smoothing

moisturising

cream

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MULTI-TASKER
ONE HARD-WORKING PRODUCT
RADIANT AND GLOWING SKIN
DOCTOR DESIGNED

45 ML 1.5 FL. OZ.

The Australian made and owned skincare revolution spearheaded by a doctor

Dr Anita Hegde is no stranger to the skincare needs of the modern Australian woman. And, from her hands-on experience as a cosmetic physician for the past 20 years, she has spent countless hours listening to and understanding the changing requirements of her clients. This prompted her to embark on a journey of research experimentation – and finally, her Skin Smoothing moisturising cream was born.

This multi-tasking moisturiser with potent, active, skin-smoothing elements is made from natural or naturally derived ingredients. It contains retinol to boost collagen production and increase cell turnover, vitamins C and E, peptides to plump your skin, as well as organic camellia (tea) oil used in Asian cultures for centuries and passionfruit oil to enhance moisturising.

Dr Anita Hegde says: "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."

Earlier this year, this brilliant product was featured in a gift bag for Academy Awards nominees staying at the Beverly Hills Four Seasons Hotel. The recipient list was raft of celebrities such as Morgan Freeman, Matt Damon, Kate Winslett, Jennifer Lawrence and Brie Larsen, to name a few.

Skin is sure to feel softer and look more lustrous in the first few weeks. After three to four months of regular use, lines soften and minimise. 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 sunscreen is important when using retinol. Pre-orders **available now** and launch is set for July 2016.

– ENDS –

Dr Anita Hegde is available for interviews upon request.

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