

FROM AUSTRALIA TO HOLLYWOOD: SKINCARE PRODUCT GOES FROM CLINIC TO A-LIST GIFT BAGS

Australian Cosmetic Physician Dr Anita Hegde has achieved a unique feat – her brand new Skin Smoothing Moisturiser has been included in gift bag for A-list attendees at the Four Seasons hotel after this year's Oscars.

Some of the guests being gifted a sample of her labour of love include Brad Pitt, Kate Winslet, Jennifer Lawrence, Morgan Freeman, Tina Fey and Matt Damon ... just to name a few.

It's been a wild ride for the Sydney-based Cosmetic Physician and the events leading up to the Oscars have left her "speechless". But it is simply the culmination of the months and years of hard work spent listening to her patients' needs and wants.

Dr Anita Hegde says of the achievement: "I'm just left feeling humbled and grateful for the interest in my product."

Her journey began a few years ago, stemming from her research within and outside of her practice. "I have had a strong interest in cosmetic chemistry over the past few years, so I know about facial skin creams. I spent a lot of time researching what was out there in response to patients asking me what formulations they should use," she says.

"The reality was fairly appalling, considering the hype and cost of some of these so-called 'high-end' skincare products with minimal scientific evidence, if any. I devoured as many research papers as I could and realised I should stop thinking and just create it. So I did – with input from the experts.

"And that's how my high-end, skin smoothing moisturising cream was born. I used ingredients that I would be happy putting on my face. Simple. Effective. Uncomplicated."

Samples of the cream were sent to Los Angeles to be included the gift bags for guests at the Four Seasons but the product has currently SOLD OUT in Australia. Pre-production is under way for a mid-2016 release and already has built up a strong following and wait list.

-ENDS-

Testimonials are available upon request.

Dr Anita Hegde is available to be interviewed upon request.

More information:

SKIN SMOOTHING MOISTURISING CREAM

It is a highly absorbent moisturiser with no greasy residue and faintly scented with all-natural essential oils.

Use: Apply 1-2 pumps to clean skin on face and neck at night. Begin by limiting use to 2 times per week, and then gradually increase frequency to every other night, and finally once an evening, when tolerated. Build up to daily use over a few weeks. Do not combine with other active agents. Under-eye skin is delicate but may be used as an eye cream once tolerated. Use with a broad spectrum sunscreen. Do not use if pregnant, nursing or using prescription retinoic acid on your face.

KEY INGREDIENTS

Organic Camellia oil, Passionfruit oil

Retinol, Peptide

Vitamin C, Vitamin E