



Dr Yasmin Edwards

becoming naturally skin savvy

Skincare is a multi billion dollar industry in Australia fuelled by the desires of women and men to maintain glowing youthful looks in a country with some of the harshest conditions on earth. Currently this market is still dominated by imported American and European brands due to the notion that these products must be superior. However the tide seems to be turning with more consumers turning towards local products manufactured to suit Australian conditions. Here Dr Yasmin Edwards talks about Philou Skin Rejuvenation Technologies, her South Australian-based company that is rapidly rising to the forefront of the skin care industry.

"I have always been fascinated with skin care and whilst growing up was forever buying and trying". "A career in cellular biochemistry gave me the skill-set to really understand the biological needs of the skin and it was at this point that I started to find it hard to reconcile some of the outrageous claims made by some skin care companies". "Not only are many product ingredients unnecessary and even harmful to the skin, there is also no physiological way that some of the acclaimed ingredients can penetrate the skin layers or maintain the correct molecular configuration to be of any use". "Unfortunately as with many consumer-driven industries, just very clever marketing and high volume turnover rather than product effectiveness has propelled many of the high profile cosmetic giants to where they are".

"...hard to reconcile some of the outrageous claims made by some skin care companies."

Philou Skin Rejuvenation Technologies® launched in November 2003 with three ranges - AboutFace® premier skin care, Clayful Oils® mask treatments and Munchkin® skin care exclusively for children. All products contain absolutely **NO** Artificial Fragrances, Colourings or Preservatives, **NO** Solvents, Harsh detergents, Parabenes or Petroleum- or Animal-Derived Products. All products are manufactured entirely in Australia from concentrated ingredients that are quality tested in a Therapeutic Goods Act-accredited laboratory.

The Philou range of products is spear-headed by the AboutFace® and Clayful Oils® range of professional and retail products, that enables salons to offer women and men customized in-salon services and a comprehensive range of home care products.

These customized treatments, which include manicures, pedicures, zonal body treatments and a full spectrum of facials ranging from 30 min intense treatments to 2 hour complete rejuvenation facials.

The fundamental point of difference to all Philou treatments is that they are totally customized to the individual which Dr Edwards says "is logical given that individuals have periodic variations in skin care needs due to seasonal and hormonal triggers which will differ from those of another individual". A client will therefore never experience any two treatments that are the same.

"...point of difference to Philou treatments is that they are totally customized to the individual."

Samantha Freeman, Philou's Victorian-based trainer describes the Philou products as "an intelligent range of products that will challenge some therapists who are only used to offering standardized treatments". Philou therefore provides extensive training that has a strong focus on skin diagnosis which is offered as onsite training to staff within the business owners own salon as well as at National training workshops. Comprehensive business development support is also extended to all businesses that take on the Philou products to ensure that they fully capitalize on the potential for rapid growth and increased profitability.

"The journey so far has been amazing and the sensational results achieved daily by Philou therapists continues to excite and drive us to develop and extend our product range. Becoming naturally skin savvy has been the best career decision I ever made". For further information on Philou visit our web site, www.philou.com.au, or contact Monika Hindmarsh, Philou Business Development Coordinator, on 0413 805 837.