

# StyleSpeak

The sal... journal



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*The Teen issue*

**TEEN SKIN 101**  
Ways to tackle teenage skin

**YOUNG SOPHY**  
Inspiring teen celeb hairstyles

**GOODY BAG**  
StyleSpeak's 5 teen product picks

**TEEN BIZ**  
Money churning services at salons

**M.A.C. TRENDS**  
for Spring Summer 2013

**STYLE QUOTIENT** Sarah-Jayne Bedford sports youthful fashion in a StyleSpeak Shoot

**FACE TO FACE**

JoElle Lyons-Lee, aesthetician to Michelle Obama





**DATE**  
January 2013

**VENUE**  
Dermalogica India,  
Nepean Sea Road,  
Mumbai

# Under a Writer's SKIN

Dermalogica India invited fashion and beauty writers from around the city to feel and test its latest, amazing, multifunctional tints called **Sheer Tint SPF20** and **Cover Tint SPF20**. Here's what we found!

Words | **Ayesha Augustine**

I was rightfully excited about this one, because I felt completely renewed by the time I left! Over small, soft and gooey cupcakes, I was taken through a presentation by **Avni Amlani**, International Skin Expert & Consultant to **Dermalogica India**. She explained what makes the new **Sheer Tint SPF20** and **Cover Tint SPF20** one of the best product ranges in the market for

complete skin coverage. She explained and I seconded it (after the face treat), "With the new line of products, it is now possible to improve skin health while concealing surface imperfections by either adding a subtle wash of sheer colour or layering it for greater and more defined coverage, giving the individual the power to customize and choose."



## What-a-Skin Treat!

### STAGE1:

The Dermalogica India team put up a good show with this experiential. The brand's therapists assisted writers and other attendees to get their skin ready to try out the fantastic Dermalogica Tints at the Prep & Primer Bar. This bar was set up for the participants to cleanse and prepare their skin with the brand's own products that helps in achieving smooth, hydrated and also to try the SkinPerfect Primer SPF30 that results in a fresh luminous skin, ready for colour.

### STAGE2:

Adjacent to the Prep & Primer bar another was set up - the Tint Bar. This bar was overseen by the Fat Mu (founded by Virginia Holmes and Natasha



shades, the new treatment products integrate broad spectrum UV defense with SPF 20. Both products are also deeply hydrating, contain antioxidants to combat free radical damage, and support skin cell renewal and collagen generation for a firmer skin texture,

find equivalent to the majority of liquid cosmetic foundations on the market today. In addition to the components in Sheer Tint SPF 20, Cover Tint SPF 20 contains microencapsulated nylon, which effectively creates concealing coverage in a featherweight formulation.



Nischol) team of make-up artists. These artists helped us choose from 3 shades and apply the tint that matched the skin tone. For a natural translucent wash of colour they recommended the Sheer Tint SPF20 and for a full coverage the Cover Tint SPF20 one was applied.

**The Verdict:** My skin never looked as hydrated and even-toned! It hid every dark speck, blemish, and spot... Thanks to Dermalogica's Cover Tint SPF20, it kept my mind at ease when I walked out of there facing the sun with confidence and ready for my next errand!

## How does it work?

It works on a versatile system offering two levels of coverage available in three

in addition to visually-perfecting the appearance of the skin.

This new line of products offers two degrees of concealing coverage. Sheer Tint SPF 20 is more transparent, and provides moisture deep into the skin via Dermalogica's powerful formulation of cross-linked Hyaluronic Acid, which delivers time-released hydration to the skin, making this compound more effective in maintaining skin moisture than conventional Hyaluronic Acid. It also inhibits Tyrosinase activity, the process which triggers hyperpigmentation.

While the Cover Tint SPF 20 offers a long-lasting, 'buildable' level of opacity which most consumers will

## Behind the Formulation

Formulas for both Sheer Tint SPF20 and Cover Tint SPF20 utilize natural mineral iron oxides and light-diffusing hydrolyzed pearl powder to even out the appearance of skin texture and create a luminous finish, available in light, medium and dark tones. Further enhancing the concealing properties of these products is the use of velvety silicones, the plant, elastic compounds which give a smooth appearance to the skin without a caked-on, mask-like appearance.

For more information please visit [www.dermalogica.in](http://www.dermalogica.in) or call 91 22 2661 5805.