

# Youth elixir

Elite medical skincare range

!QMS Medicosmetics is formulated by renowned cosmetic surgeon and lecturer Dr Erich Schulte based on research-led, collagen-enhancing technology to create a bespoke regenerative system of skincare

Collagen is critical for the skin's moisturising process, helping it to retain tone, elasticity and the appearance of youthfulness. However, as we age, the skin's production of collagen decreases, leading to loss of moisture and the appearance of fine lines and wrinkles as elasticity is reduced.

!QMS Medicosmetics reverses the appearance of ageing by addressing the underlying cause – loss of collagen. This medical-grade skincare originated from clinical research into the critical role of collagen in skin regeneration. It is designed to effectively treat damaged and ageing skin on the face and body, returning it to a more youthful and healthy state by increasing collagen levels.

Dr Schulte's unique formulations allow collagen to penetrate the epidermis of the skin. He recommends following the collagen-regeneration regime for 120 days to see a marked improvement in the skin's elasticity and a general improvement in the appearance of the signs of ageing.

!QMS Medicosmetics incorporates optimum concentrations of active ingredients in its formulations to maximise absorption and the effectiveness of the ingredients. The Classic Set of Day Collagen, Night Collagen and Exfoliant Fluid is the foundation of daily treatment for facial skin regeneration.



**'The Classic Collagen Set has flown off the shelves, selling out three times since its launch exclusively at Selfridges. Once customers have used it, they've been bringing their friends into the store the next day to buy it as well. The buzz is amazing and the brand has already developed a loyal cult following.'**

**David Walker Smith, Director of Beauty Buying at Selfridges**

## Stem-cell research

Inspired by the very latest stem-cell research results, !QMS Medicosmetics' new Cellular Marine product contains stem cells extracted in a patented and highly complex process from the plant tissue of the sea fennel. Stem cells are considered the fount of youthful skin and help to prolong the skin's ability to regenerate itself. This ability diminishes with age and needs to be preserved.

Dr Schulte believes sea fennel stem cells in particular provide the most effective protection: the robust coastline plant survives by protecting itself from UV light and moisture loss. The stem cells contain all the essential nutrients and necessary ingredients to protect the skin's stem cells. Every time you apply Cellular Marine, the lifespan of the skin's stem cells will be significantly extended and skin ageing distinctly decelerated.

Cellular Marine launches exclusively at Selfridges on 22 April. To be added to the waiting list, please contact 020 7730 8060.

**!QMS Medicosmetics products are currently available exclusively at Selfridges London. !QMS Medicosmetics has launched a UK Flagship Skincare Surgery™ for bespoke facial treatments that regenerate the skin at 43 Cadogan Gardens, London SW3. For more information about !QMS Medicosmetics Skincare Surgery™, call 020 7730 8060 or visit [qmsmedicosmetics.com](http://qmsmedicosmetics.com)**



*Dr Erich Schulte*

