

Key Ingredient: Mushrooms



ELEGANT, ALLURING AND ANYTHING BUT ORDINARY, mushrooms have long been a focus of great fascination. Ancient Egyptians considered mushrooms sons of gods. Historical data proves mushroom consumption and cultivation in ancient Greek and Roman times. Furthermore, Asian civilizations have been cultivating mushrooms, specifically Shiitakes, for over 2000 years. During the Ming Dynasty in China (1364-1644), legendary herbalist Wu Ming often referred to mushrooms as the "elixir of life." Throughout the years, mushrooms have been used to treat a wide variety of ailments—from coughs and colds to cancer and HIV—and now the beauty market is seeing an resurgence of the potent fungi in a multitude of personal care products as well.

Hair Care

Alterna White Truffle Shampoo & Conditioner The richest source of B vitamins in the world, amino acids from white truffles enhance the strength of hair, condition cleanly and reduce the occurrence of split ends. \$70



Pore Refiner

Clientele Elastology InvisiPore Multi-Emulsion Mushroom extract, along with Vitamins A, B, C, E, Lotus Seed extract, salicylic acid and Elastology's own Firming Complex help smooth the complexion and reduce pore size by increasing cell renewal rates. \$35



Antiaging

Prai Beauty Silk Serum Mannentake and Shiitake mushroom extracts stimulate cell renewal and the production of collagen while minimizing fine lines and wrinkles. \$40



Peel

Actifirm Enzyme Peel Enzymes from the Mucor Miehi mushroom work with the skin's natural pH to gently exfoliate and retexturize without harsh acids. \$74



se-rum

n. pl. se-rums or se-ra

1. A watery fluid, especially one that moistens the surface of serous membranes or that is exuded by such membranes when they become inflamed.
2. Such fluid from the tissues of immunized animals, containing antibodies and used to transfer immunity to another individual.
3. *The stuff that makes us more beautiful, one day at a time.*

IF YOU'RE TIRED OF SHELLING OUT TONS OF MONEY on high-priced, antiaging face creams only to be left with oily, blemish prone skin, try switching over to serums. They pack a powerful punch, are easily absorbed and contain far less additives than traditional creams.



Our Picks (L to R): Odile Lecoq OR, *je suis* anti-age serum with silk proteins; \$225. Juvena Juvedical Renewing Eye Serum; \$94. Plantogen Intensive Firming Serum; \$34. 3LAB Perfect C Serum; \$90. Billy Jealousy About Face Anti-Aging Serum for men; \$48

Diamond Dream

NATURA BISSE HAS DONE IT AGAIN with the introduction of yet another truly fabulous addition to their coveted line of age-defying products. **Diamond Ice-Lift** is a transepidermal DNA Cryo Mask that utilizes three fundamental factors (Freeze Factor, DNA Factor and De-Stress Factor) to keep skin, and spirits, lifted. When the product is applied an icy, cooling sensation is felt as the gel weaves itself into a pliable patch, which acts as a membrane delivery system to ensure the active ingredients are being utilized. Next, Marine DNA is absorbed into the skin's cells enabling the skin to repair and protect itself while also supplying intense hydration. Additionally, neuropeptides and aromatherapy in the form of lavender oil essence are combined to create Natura Bisse's signature Neuro-aromatherapy properties to calm skin while soothing the mind, body and soul. \$140

