

the
STYLIST
handbook



Monday, April 13, 2015

Dr. Paul Nassif to launches NASSIF MD™ Bio-Rhythmic Skincare™ Line



World-Renowned Beverly Hills Facial Plastic And Reconstructive Surgeon Dr. Paul Nassif to launch NASSIF MD™ Bio-Rhythmic Skincare™ Line

Addressing the Day to Night Changes Our Skin Goes Through



April 13th, 2015 (Los Angeles, CA) World-renowned Beverly Hills Facial Plastic & Reconstructive Surgeon and star of the E! Reality show *BOTCHED*, Dr. Paul Nassif is set to launch a new skincare line on Tuesday, April 14th, 2015 called NASSIF MD™ Bio-Rhythmic Skincare™. This skincare line addresses the Bio-Rhythmic changes that our skin experiences during the day versus the night, while also rapidly counteracting the negative effects that lack of sleep and busy lifestyles have on our skin. While specifically designed for stressful lifestyles, this radical new skincare line is exceptional for all consumers and skin types.

According to Dr. Paul Nassif, *"I see so many clients that get very little sleep and I recognized the need to create something that no other skincare specialist had created before. The Bio-Rhythmic Skincare™ line will address the needs of high-stress consumers. The demands of a busy lifestyle can create dehydrated, tired and stressed skin. Therefore, a special skin system is needed to rapidly return the skin to its original youthful appearance."*

NASSIF MD™ Bio-Rhythmic Skincare™ will launch on April 14th, 2015 with three core products – Clock AM Day Serum (\$95), Clock PM Night Serum (\$95) and Dawn to Dusk Exfoliating Cleanser (\$35). Products can be purchased at www.nassifmdskincare.com. Additional products will be released next year.

Clock AM Day Serum synchronizes with the skin's daytime biorhythms and defends the skin from environmental assault, including the newest types of UV radiation (cell phones, tablets and laptops) known as HEV (High Energy Visible) light. The key benefits of Clock AM include shielding the skin against hidden causes of premature aging, elasticity loss and wrinkles. It noticeably boosts skin hydration as well as helps firm the skin and minimize the appearance of fine lines.

The key ingredient LipoShield™ provides the ultimate environmental defense for the skin. Together with its antioxidant and free radical neutralizer sidekick, Vitamin C, it works with our skin's genetically programmed daylight cycle. Combined, they temper the majority of HEV light, which is not encompassed by current sunscreens. Clock AM Day Serum provides a protective umbrella that helps guard against HEV light. These exclusive Bio-Rhythmic Skincare™ ingredients combined with Hyaluronic Acid help reduce irritation as well as add moisture to the skin, giving it a revitalized, smooth, supple and luminous appearance.

Clock PM Night Serum is full of beneficial mega-complexes for the rejuvenation, detoxification and recovery of skin during our rest phase. In only a few hours, liposome-delivered Roxisomes™ dive deep to help support the skin's natural repair of damage from oxygen free radicals that occurs during the day. When combined with the nighttime biorhythm's reparative mode, the skin is genuinely restored to preserve its youthful glow. The hero ingredient Astaxanthin acts as a potent antioxidant bolstering cellular resistance to environmental toxins. Matrixyl Synthe-6, a fortifying peptide, helps stimulate collagen production, contributing to firm, smooth skin. During sleep, recovering cells and the epidermal matrix are infused with essential sustenance for skin regeneration, restoration and renewal.

Dawn To Dusk Exfoliating Cleaner is the perfect start to our skincare system. The jojoba and ivory palm seed spheres instantly rid the skin of dead cells and surface impurities, revealing a glowing and radiant skin that's primed for intense nourishment and treatment. The main ingredients are Ivory Palm Seed, Jojoba, Pomegranate, Panethenol and Allantoin.

Click the link below to see video of Dr. Paul Nassif talking about NASSIF MD™ Bio-Rhythmic Skincare™

<http://www.nassifmdskincare.com/meet-dr-paul-nassif/>