

Beauty Snippets: Wella's Salon Debut...Kevin Murphy Launches New Hair Items...

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Dermelect Rose Stem Cell items.

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A ROSE IS NOT JUST A ROSE: The latest stem cell technology to be used in beauty items is from Swiss Alpine roses, a flower that flourishes despite being exposed to extreme weather conditions, such as high altitude, dryness, cold and an intense sun. Dermelect Cosmeceuticals is said to be the first to incorporate the rose's stem cells into beauty products, formulating a three-tier treatment approach to address wrinkles and fine lines. Stem cells in plants function similarly to the human epidermal stem cell — to maintain and repair tissue — and the rose's stem cells aim to increase the skin's resiliency and help to boost epidermal regeneration, the company said. Three treatments have been developed utilizing the Alpine rose stem cell technology:

Resurface Stem Cell Reconstructing Serum, Resilient Stem Cell Regenerating Treatment and Resurgent Stem Cell Firming Activator. "Stem cell technology is the future of skin care," said Amos Lavian, founder and president of Dermelect Cosmeceuticals. "After three years of research, coupled with an extensive formulary process, we are excited to provide real solutions utilizing the latest and most effective technologies available to any woman experiencing changes in her skin." The Alpine Rose Stem Cell Treatments launched at Henri Bendel Thursday.