



**Nicholas J. Soldo, M.D.**

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## **JUST BREATHE. LYCOGEL MAKEUP, NOT YOGA, INFUSES CELEBRITIES WITH HEALING OXYGEN RUSH**

August 5, 2005, (Scottsdale, AZ)... Lycogel, the first breathable makeup that infuses skin with essential O<sub>2</sub>, has Hollywood in an oxygen craze. Lycogel is popping up everywhere in the media, linked with celebrities like Charlize Theron, Farrah Fawcett and Jennifer Aniston. Available exclusively to physicians, Valley residents can obtain Lycogel through Arizona Vein & Skin Rejuvenation. For more information about Lycogel products or to schedule a complimentary skin care consultation, call (480) 477-7646.

Though initially developed for use on burned and post-op skin, Lycogel is recommended for women of all skin types and color ranges. Lycogel creates the illusion of flawless skin and is a great fix-it for commonplace problems like acne breakouts and discoloration. Because Lycogel infuses the skin with oxygen – 10% more than applying nothing at all, even those who suffer from conditions like Rosacea, sunburn or sensitive skin can get full coverage while still allowing the skin to breathe.

Barry Knapp, PhD, lead chemist of Lycogel explains the science behind his product, "The makeup contains the same live yeast cell derivatives used in postsurgical treatments and burn preparations. The yeast deliver high levels of oxygen to wounded areas, reducing swelling and promoting faster recovery." Lycogel also contains UVA/UVB sun protection and essential moisturizers, so skin stays protected and hydrated.

The proven Lycogel "Cross Pigment Factor System" provides a perfect match for nearly every skin tone. The pharmaceutical-grade ingredients found in Lycogel are tested in a 12-point purity evaluation ensuring skin is left feeling clean while it camouflages.

Lycogel is the first makeup that can be applied directly after cosmetic procedures. Not only does Lycogel conceal the evidence of invasive and non-invasive cosmetic procedures, it



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purportedly accelerates the recovery process. Dr. Nicholas J. Soldo of Arizona Vein & Skin Rejuvenation is dually impressed with the product, "Lycogel provides great coverage, but the real beauty of it is that it allows skin to breathe- it actually contains healing properties."

With a 40% increase in cosmetic procedures each year, it is clear why a product of this nature is so valuable. Usually, women who have had recent chemical peels or cosmetic surgery are cautioned to avoid makeup for up to three weeks post-treatment. Traditional oil, cream and water-based cosmetics contain alcohol-based preservatives known to decrease oxygen, cause irritation and even raise the risk of infection to injured skin. Lycogel now provides the opportunity to conceal visual wounds, bruising, discoloration and scars during the recovery process. Its lightweight, even coverage makes it a viable option for both women and men. Lycogel allows patients to quickly return to work and resume normal activities without feeling self conscious.

Lycogel is available in two forms; Lycogel Camouflage foundation (\$49.00) and Lycogel Concealer (\$38.50). Lycogel products have been featured in In Style, Health, Family Circle and People magazines. Arizona Vein & Skin Rejuvenation provides it patients with state-of-the-art technology performed directly by the medical director, Dr. Nicholas J. Soldo. An exceptional standard of medical care is the foundation of all their services which include PhotoFacial<sup>SM</sup>, BLU-U<sup>®</sup> Photodynamic Therapy, BOTOX<sup>®</sup> Cosmetic, Thermage<sup>®</sup>, Restylane<sup>®</sup>, Sculptura<sup>™</sup>, Collagen Fillers, OBAGI<sup>®</sup> Nu-Derm and Blue Peel, laser hair removal, Sclerotherapy, Rhytec Portrait<sup>®</sup> PSR<sup>3</sup> and skin care services. More information available at [www.azrejuvenation.com](http://www.azrejuvenation.com). Media calls should be directed to Yvette Craddock of Click Marketing Solutions at 480.968.3354.

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