

# SOMETHING TO BRAG ABOUT

*For pure ingredients & pure genius...We should all head to Iceland*

WORDS BY GRACE TIMOTHY

A girl's dermatologist is her best friend. But like any friend, Dr. Derma takes up time and lots of cash. So if you can't be beholden to a skin specialist yourself, what could be better than sluicing gallons of medical expertise into a jar for you to slap on at your leisure? Icelandic biochemist and skincare pioneer, Dr Jon Bragi Bjarnason Ph.D, has poured all of his biochemical expertise and unparalleled dermatological research into a range of products that you'd swap your first born for. The Age Management Marine Enzyme is free from parabens, fragrances, dyes and preservatives, and benefits from the enzymes of marine life harvested from Iceland's rich waters. Not only is it comfortingly pharmaceutical but is also a refreshingly pure tool in your anti-aging kit.

Dr. Bragi... What made you move to skincare with your biochemist qualifications? Originally, the main objectives were predominantly pharmaceutical. However, the research then produced impressive results with complaints like acne, eczema and psoriasis, as well as smoothing and exfoliating effects on normal skin. All of this led me to dedicate more time to the application of our formula to skincare. Why do you think the clinical aspect of your career and company ethos adds such weight to your product range in a commercial sense?

Working within the scientific paradigm is a valuable addition to the brand ethos, as it focuses heavily on measurable, reliable results. This results in safe, effective skincare that customers can trust.

What makes this product range stand out from other doctor brands?

Many other doctor brands are developed

by plastic surgeons or dermatologists, whose primary target is the appearance. However, I'm a biochemist and so am more interested in the actual skin and what makes it healthy. Aesthetics come second.

What effect does the product have on skin complaints?

Penzyme has a strong antibacterial and antiviral effect, hence it works very well on breakouts. Furthermore, enzyme unquestionably soothes, calms and repairs the skin of rosacea sufferers.

The product is primarily lauded for its anti-ageing properties. At what age should women be considering anti-aging products? Today we are all aging a lot faster due to the high levels of free radicals and environmental pollutants, so everyone should adopt an anti-aging approach to life. However, I do not believe in using ingredients like retinol too early. By using marine enzymes, one is only supporting the skin's natural resources and physiology. So, we should start early, but should we increase our use of anti-aging products as we age?

As we get older, it is really important to address the process holistically. Including a vast number of antioxidants and Omega-3 rich oils in your diet will dramatically help nourish more mature skin. Skincare-wise, one should aim for quality, not quantity. With marine enzymes and lack of preservatives, does the product expire after a certain time?

The beauty of marine enzyme products is that they practically preserve themselves. That said, keeping the product in intense heat may inactivate the enzyme. Ideally the products should be kept in a cool, dark place, or in the fridge for an extra boost on application.

Why do you think women try to control the effects of aging with anti-aging products? The western society is obsessed with aging and we will do anything to slow it down, if not prevent it. Beauty and youth will never go out of style, so women will continue trying every tool in the box.

Is yours more a breakthrough with nature or science?

Enzymes are a part of the living system and so couldn't be more natural. Although the process of obtaining marine enzymes is very scientific, the end product hasn't been compromised by technology or chemicals.

What do you think makes a woman's skin beautiful?

Apart from a pure, even and glowing complexion, the beauty will radiate from the inside out; a happy, smiling and confident woman's skin is inevitably more beautiful than one of a stressed, sad or angry woman.

You heard it ladies, the doctor has spoken. Beauty shines from the inside out. So keep smiling, but don't forget to arm yourself with a little enzyme from Iceland to compliment your inner glow ■

Dr Bragi Age Management Marine Enzyme is available at Bliss Spa London and [www.DrBragi.com](http://www.DrBragi.com)



## CALMING

The marine enzyme minimises redness, irritation & blotchiness



## SMOOTHING

The skin's surface is gently refined, improving the appearance of fine lines, wrinkles & enlarged pores



## SUPER-ACTIVE

The marine enzyme becomes 'super-active' at room temp



## HYDRATING

The marine enzyme rebalances the skin's water content to ensure continual hydration



## ANTI-POLLUTION

Environmental pollutants are disabled, minimising the risk of premature aging



## LIFTING

Through stimulating the production of collagen and elastin, the marine enzyme gives the skin a firmer and more youthful appearance



## PURIFIES & PROTECTS

Enzymatic activity cleanses harmful micro-organisms & protects the surface against further contact



## CIRCULATING

The enzymes support micro-circulation, enhancing oxygen supply to the skin



## DIFFUSING

Marine enzymes diffuse deeply into the layers of the epidermis, targeting the imperfections directly allowing for faster results



## EXFOLIATING

Surface impurities & dead cells are gently dissolved promoting a glowing, blemish-free complexion



## SCAVENGING

Free radicals are scavenged, protecting the skin against oxidative damage