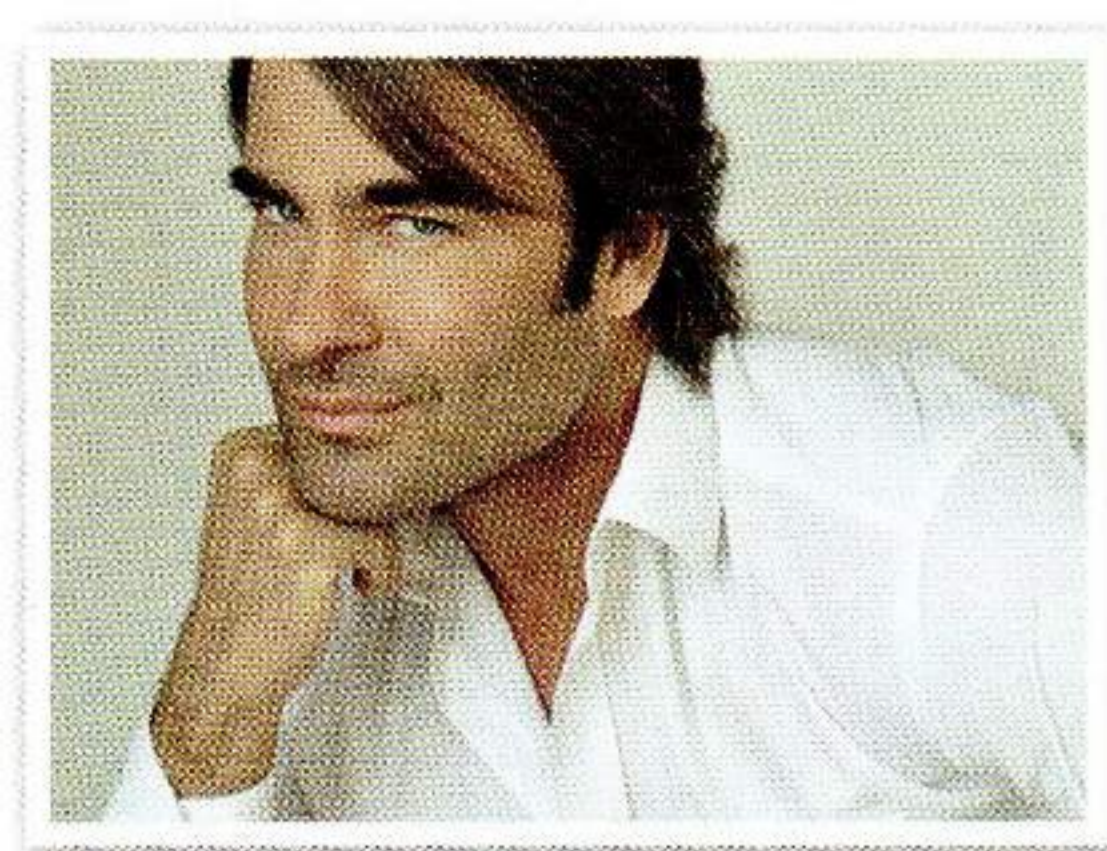


Karen Deeks
leads the way to a
whole new you. Time
to get glowing

THE IT LIST

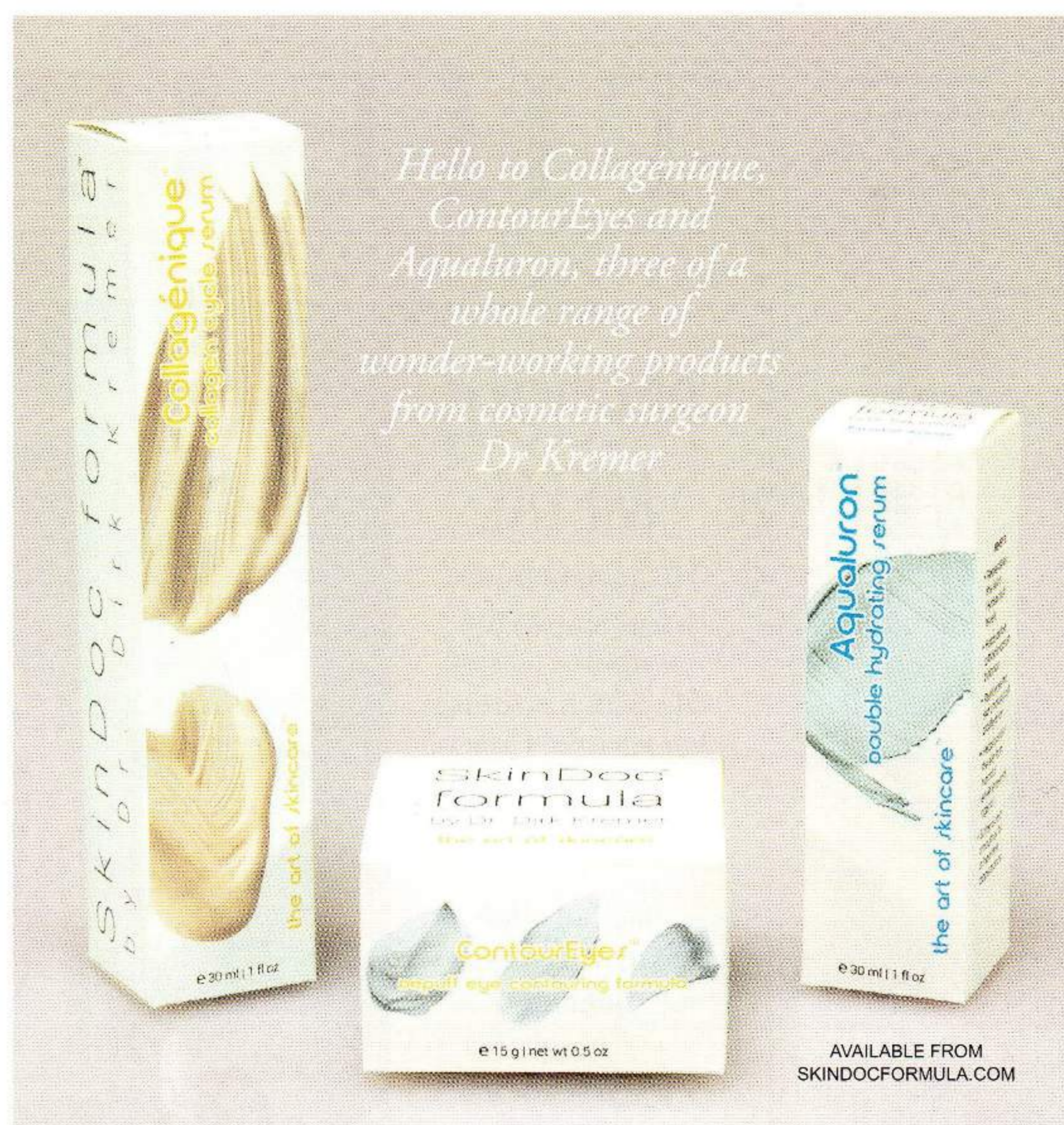


Originally from Munich, Dr Dirk Kremer brings his very own brand of *vorsprung durch technik* to cosmetic surgery. It's easy to get distracted by that disarming smile but please, stop staring at the picture and read on! You see, Dr Kremer has pretty impressive credentials to boot. Having studied in Munich, New York and San Diego, Dr Kremer went on to train as a plastic and reconstructive surgeon focusing particularly on microsurgery, maxillofacial and burn surgery. He is now the chief surgeon of Harley St. Aesthetics where he carries out procedures with true German efficiency and attention to detail. Famed for his Turn-Back-Time facelift, Dr Kremer is all about subtle changes and restoring natural beauty. We're sure, then, that his decision to launch a skincare range will cause a frisson of excitement among those in the know. Dr Kremer's new SkinDoc formula draws on all his expertise and experience and comes stylishly packaged just for you. We caught up with the man himself to discuss the new beauty rules and the art of skincare.

Q&A WITH DR. KREMER

Q. Dr Kremer, you have been included in *Tatler's* list of the best UK plastic surgeons for three years running. As a surgeon what made you decide to develop a skincare line?

A. I used to think that only surgically repositioning facial and orbital fat as well as vertically lifting skin could make us look younger. But this is not so. Skincare is vital to maintaining healthy, plump and fresh-looking skin. I can do the best facelift ever but if a patient's skin is neglected and weathered, the overall outcome will not be as dramatically impressive as it ought to be. If skin is generally well looked after, the treatment will take more easily and last far longer. Skincare is crucial for everyone, regardless of age. It helps skin pre and post treatment. It is one of the first defences against ageing. And so the idea of SkinDoc formula was born.



*Hello to Collagenique,
Contour Eyes and
Aqualuron, three of a
whole range of
wonder-working products
from cosmetic surgeon
Dr Kremer*

AVAILABLE FROM
SKINDOCFORMULA.COM

FACE TO FACE

We meet up with celebrated cosmetic surgeon Dr Kremer ahead of the launch of his brand-spanking new skincare range, SkinDoc formula

Q. What makes SkinDoc formula different from other skincare?

A. My doctoral thesis was written following three years of research in the field of tissue engineering and extensive experience working as a plastic surgeon in a specialist burns intensive care unit. Here, I was responsible for the cultivation and tissue engineering of skin cells for transplantation. This, combined with more than 12 years' cumulative experience as a specialist plastic surgeon enabled me to recognise what human skin needs to maintain or mirror a young metabolism. I began to develop unique, science-based, trademarked formulas. They stimulate and rejuvenate the skin cell's metabolism by mimicking and replacing aged links in a chain reaction. My hydrating serum, eye-contouring cream and collagen serum all form part of my comprehensive skincare range. The aim is simple – to keep skin young.

Q. Is skincare an art?

A. Most definitely. I want to educate my patients and make them realise that a cream is not just a cream. Creams got smarter. And we have to get smarter about the way we treat our skin. These new-age products all have a very advanced science behind them which is applied to each product to have a specific effect on our skin. And when patients know how to use it properly, then they really feel the benefit of skin that doesn't just look younger but in fact *is* in a younger state. Next to a healthy lifestyle, the right skincare is probably the only way for all of us to keep our young looks for as long as possible. SkinDoc formula contains active ingredients to strengthen skin's elasticity and suppleness. I use my skincare products on myself and I am truly convinced of the rejuvenating effect they have on my skin and youthful appearance.



FROM £60,
BY SKINDOC
FORMULA

Cosmetic surgeons like Dr Dirk Kremer know what's what when it comes to skin. So start getting excited about his new anti-ageing skincare range, **SkinDoc formula** – serums and creams to whup the wrinkles.
skindocformula.com