
Environ Skin Care Launches Focus-CIT - the Petite New Anti-Ageing Device

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2010 sees the launch of the Focus-CIT, a simple yet revolutionary device from a world pioneer in advanced collagen stimulation techniques. Plastic surgeon Dr Des Fernandes* is the anti-ageing specialist who introduced the Cosmetic Roll-CIT, a micro-needling, rolling tool designed to enhance penetration of active vitamins from Environ's skincare creams for even better results from simple home treatments.

Now, the new Focus-CIT, an even smaller and more cost-effective instrument has been released, affording the opportunity for everyone to enhance the effectiveness of their skincare regimes. The hand-held tool enables you to treat specific areas, such as upper lip lines, lower eyelids, frown lines or individual pigmentation marks, and to reach places that are relatively inaccessible with the larger Cosmetic Roll-CIT roller.

Measuring just 5cm, this ergonomically designed device features 15 needles measuring 0.2mm long, set in a 1.5cm diameter head. A gentle stamping action, repeated several times over each target area, is used to create thousands of pain-free micro channels in the skin's surface. This temporarily overcomes the skin's natural barrier and lets the vitamin formulations go to work effectively.

While appearing to make a barely perceptible impression on the skin, this gentle method is sufficient to pre-treat small areas to allow more of the vital anti-ageing ingredients from Environ's potent gels and creams to penetrate and take effect.

The Focus-CIT is recommended for use between two and seven times per week after cleansing and toning. This is followed by the appropriate active Environ product, such as those designed to target hyper-pigmentation or frown lines. It is ideal to take when travelling and easy to transport and store in its small tube container. It can also be taken along to professional treatments, where therapists can apply to key areas before a facial.

The Focus-CIT can be used for 10-15 minutes for anyone who wants to treat the whole face. Alternatively, the face can be treated in around five minutes with its original sister product, the Cosmetic Roll-CIT.

The Environ Focus-CIT is priced £ 29.95 and is available from beauty salons, spas and aesthetic clinics. Contact Environ on 020 8450 2020 for the nearest. Visit www.vitaminskincare.eu for more information about the range.