

# DEBUT DISCOVERIES

Coming soon to the Middle East, *Ohlala!* has tracked down new beauty products, which are taking the world by storm, one continent at a time.

## BOOST YOUR CONFIDENCE

Varama is a new skin camouflage cream and online information resource, launched in 2010. Vanessa Jane Davies, a skin camouflage consultant and independent mother, researched, developed and launched the new product single handedly, without the support of a large pharmaceutical organisation.

Skin camouflage is a medical grade concealer, which is very durable, waterproof and sweatproof. It can be used on any part of the body. This coming year Varama will achieve NHS prescription status; a sizeable achievement for a product developed by an individual.

Many people suffering from scarring, which can be detrimental to their confidence and wellbeing. During her 17 years of consulting Vanessa has seen, "The amazing psychological improvement that skin camouflage can make to anyone struggling to cope with a skin disfigurement or discolouration. From burns and accident victims through to people with lifelong skin conditions, such as vitiligo, birthmarks and rosacea," Vanessa saw how giving people the ability to take immediate control of their condition could turn their life around. "For many this meant the end of low self esteem, rude stares, even bullying."

Throughout her experience, Vanessa also identified a number of issues within the skin camouflage industry: public awareness of the product was extremely low with many not even knowing it existed, if they had not seen a GP for their condition.

None of the products on the market provided varieties formulated for Black or Asian skin tones. Given that discolouration was often more pronounced on darker skins, Vanessa knew that this was something that needed to change too.

For almost two years Vanessa worked on the new product. She had no research and developments team and developed Varama single handedly, whilst continuing to run a full time skin camouflage consultancy and raise her two young children.

In May 2010, the Varama website launched, offering comprehensive and easy to understand database of information about skin camouflage. The website also offers a charity donation scheme which donates funds from sales back to support groups and charities working in related areas.

Varama has been an immediate hit with users all over the world with orders coming in from as far afield as Martinique and Finland. As well as those with specific skin conditions, Varama has caused a buzz in the conventional beauty world with bloggers

singing the products' praises for their durability and versatility in colour blending.

Achieving international markets and clinical based centres is the latest milestone in Vanessa's mission to help as many people as possible improve their body confidence and to share knowledge about skin camouflage.

[www.varama.co.uk](http://www.varama.co.uk)



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## LIFE-ENHANCING ELIXIRS

Cosmetofruit Chile Elixirs are 100 percent natural detoxifying drinkable elixirs with unique phytonutrients, which deliver amazing benefits for total health and beauty from within. Combining the best of bioscience and nature, they are sourced in Chile, a country with unique bioclimatic conditions and hold the elixir of life in a super berry supplement.

The founder and dedicated mother, Ester Saez, grew up surrounded by a family full of scientists with a keen interest in everything related to creation. Using her own background in science, as well as her broad experience in marketing, Ester developed the Cosmetofruit Chile Elixirs. "The principle of Cosmetofruit is a simple one. It is all about making yourself beautiful from the inside out. Many of us still do not realise that to keep our bodies fit and healthy requires our internal intake to be balanced and nutritious. In simple terms, if you fill your car with low-grade fuel or oil, you will eventually notice the difference in performance.

"Cosmetofruit is designed to readdress that balance; targeted at restoring radical skin damage, boosting wellness and fighting the obvious signs of aging from within.

"There is nothing accidental about Cosmetofruit. It is not a speculative project based upon mythologies and old-wives tales. It is a scientifically produced supplement that — if taken in the recommended dose and as part of a nutritional diet — will aid the skin and internal health of a person."

Because of Chile's rich soils, extreme temperature variations and aggressive climatic and sunlight conditions between the Andes Mountains and the Humboldt Current (a cold, low-saline current that runs along the coast of Chile), fruits and plants that grow in the area contain phytochemical profiles that are not found in any other planet latitudes. The polyphenols and flavonoids contained in these elixirs provide 30 to 40 percent more of health-bearing, detoxifying molecules than similar berries cultivated in other world regions.

The berries are harvested by hand using centuries-old traditions from Mapuche Communities.

Cosmetofruit Chile Elixirs, with their unique Phytonutrient-A-Berries Complex, act on the body's cells and tissues to help detox, regenerate and strengthen from the inside out. A unique complex of hand picked Chilean Super Berries, Grape Seed Extract, Green Coffee, Spiruline Seaweed, Algae, Biotin combined with Andes Water (famed for its exceptional healing qualities), are some of the ingredients that make these Elixirs so rare and desirable.

Each of the three Cosmetofruit Elixir variants has been designed with a unique formula providing optimum results for a specific cosmetic requirement.

Taken orally, 4ml once a day will provide the body with a powerful boost of complex nutrients to detoxifying and rebalance the body and ensure it's working at peak performance. [www.cosmetofruitchile.com](http://www.cosmetofruitchile.com) / [www.cd-beautyfromwithin.com](http://www.cd-beautyfromwithin.com) [www.facebook.com / CosmetofruitChile](http://www.facebook.com/CosmetofruitChile)

