

Breathable Foundation Conceals and Heals During Post- Procedure Recovery

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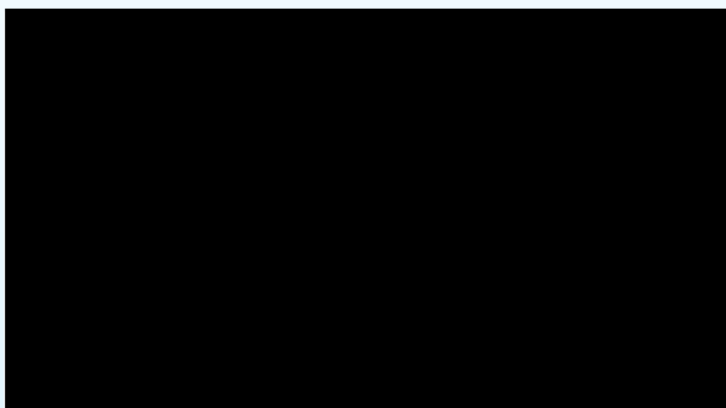


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Social downtime is one reason prospective patients choose not to proceed with aesthetic services, but a popular post-procedure product could change their minds. Oxygenetix Oxygenating Foundation from Oxygenetix Institute, Inc. (Beverly Hills, Calif.), is a breathable protective makeup foundation that minimizes scarring, discomfort and downtime during recovery.

This breathable, second-skin foundation and camouflage can both cover up and help heal multiple skin conditions, including acne, rosacea, injuries, bruises, wounds and rashes; as well as treatments involving energy-based systems, rhinoplasty, laser hair removal, scar revision, microneedling, skin resurfacing, injectables, eye surgery, dermabrasion and more.

“Some patients hesitate to undergo procedures like Fraxel, CO₂ or even chemical peels because of the downtime and redness,”



Left: Patient after receiving CO₂ fractional laser Tx
Right: Split face shows Oxygenetix Oxygenating Foundation applied immediately post-procedure
Photos courtesy of Oxygenetix Institute

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expressed Alexander Z. Rivkin, M.D., a cosmetic surgeon in Los Angeles, Calif. “Having a product that covers the redness so well, and can match any skin tone makes the downtime less scary. In addition, patients can return to their normal daily routine much sooner.”

Oxygenating Foundation and its companion products – a moisturizer and foundation designed specifically for controlling acne – all come with proprietary Ceravita[™] Complex, a formulation with an aloe gel base that includes a physical sunscreen (Titanium Dioxide); are hypoallergenic and non-comedogenic; and contain no oil or added water, parabens or fragrance.

“Women want to be able to apply some kind of cover up fairly quickly after their procedure,” stated Ava Shamban, M.D., a dermatologist in Beverly Hills, Calif. “Even though it is no longer an embarrassment to be seen with any kind of procedural stigmata it can be scary to other people. By fulfilling this patient need the foundation allows us to provide superior patient care and customer service.”

According to Christine Ibrahim, M.D., an aesthetic practitioner in Beverly Hills, the product is not only good for all of her patients, but is also good for a practice's bottom line. “It cuts down on social downtime and as a result converts more consultations into laser, peel, microneedling and dermabrasion procedures. For the first time ever, here is makeup that is not going to clog pores, and is actually going to be beneficial and healing while it is on the face. This increases physician revenue as a result,” she said.

Dr. Rivkin has been using Oxygenetix products for over five years on hundreds of patients. “In all that time we've never had a patient return a product,” he said. “Many of our patients go ahead and use the foundation on a daily basis, not only during post-procedure.”

In Dr. Ibrahim's opinion, “Oxygenetix has differentiated my practice because people leave looking better than when they came in. No man or woman leaves my office without Oxygenetix on his or her face. I'm not applying makeup to a man's face. I take a tiny bit of the Oxygenetix and blend it with a little moisturizer, because it is a physical block and has sunscreen. Instead of putting white, pasty sunscreen on someone's face, I'm using something that is very close to his or her shade and color. It doesn't look like they have makeup on.”