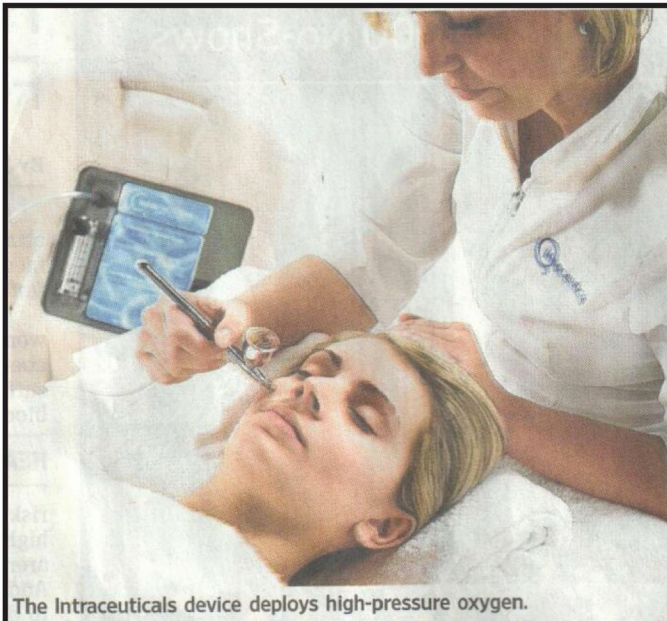


THE WALL STREET JOURNAL.

Probing Newfangled Facials



The Intraceuticals device deploys high-pressure oxygen.

Oxygen facial: This procedure, marketed in 42 countries by equipment-seller Intraceuticals Pty Ltd. of Melbourne, Australia, involves a blast of high-pressure oxygen on your face. The company says the oxygen helps kill bacteria, while the pressure of the spray pushes in a "serum" that includes moisture-containing hyaluronic acid and antioxidants. The oxygen feels cool on the skin and is applied in a methodical relaxing pattern during which "most people fall asleep," says Deirdre Burke, Intraceuticals North American president. The result, according to Ms. Burke, is intensely hydrated skin that looks plump and fresh.