

RELAXATION ROYALE

SPA PALAZZO, BOCA RATON, FL



Madonna was so pleased with the results she saw after receiving an Intraceuticals hyperbaric oxygen facial that she had an esthetician administer the treatment before every concert during her 2006 tour. "It really does give you instant gratification, and I think that's why the facial was embraced by celebrities," says Deirdre Burke, national sales manager for Intraceuticals in the U.S. An Australian brand, Intraceuticals introduced its oxygen compressor machines and coordinating skincare line to American spas and dermatologist offices about two years ago. Instead of asking Intraceuticals distributors to purchase tank after tank of oxygen for use in their facials, the company sells a \$10,000 machine that draws in air (which comprises

around 21 percent oxygen) and then filters out the different gases until all that's left is concentrated 95 percent oxygen. The oxygen is also infused with an Intraceuticals serum; three serums offer different benefits and are loaded with skincare ingredients like hyaluronic acid, antioxidants, and skin brighteners. As the pressurized oxygen leaves the handheld nozzle of the compressor, it creates what the brand calls a "pressure bubble" that drives the serums further into the skin. "The machine isn't all that's important," says Burke. "The serums and their formulas are also key to the outstanding results of the facial." ■ And just what are those results? Proponents say skin looks plump and dewy after the service, making it popular with guests

who want to look more youthful and camera-ready for special events like weddings. "Many of our clients have generally dehydrated skin, and this facial offers them instant nourishment and hydration," says Alison Kirsten, director of spa for the Sports Club Company, which offers the Intraceuticals Infusion Treatments (\$195, 50 minutes) at many of its locations. And it's not just the guests who enjoy the facials. Estheticians often feel more relaxed while performing oxygen treatments as the additional oxygen in the room can have a calming effect. "When therapists get enthusiastic about the treatment, it makes it fun and easy for them to talk about it with clients," says Burke.

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