

## Sloane Inc. Launches Three New Innovations to Usher in a ‘Clearer’ Year

*The Sloane Clinic™, well-known for their results-oriented aesthetic treatments as well as quality skincare products, introduces three new innovations to their proprietary Sloane Inc. cosmeceutical line to clarify and calm troubled, acne-prone skin.*

Singapore, January 2013 – [The Sloane Clinic™](#), well-known for their results-oriented aesthetic treatments as well as quality skincare products, introduces three new innovations to their proprietary [Sloane Inc.](#) cosmeceutical line; Clarity Water, Lavender Calamine Clarifying Water and Complexion Corrector Clarity to clarify and calm troubled, acne-prone skin.

These new skincare formulations are designed to specifically address factors involved in the pathogenesis of acne, including elimination of excess dead skin cells and the control of excess sebum production, while simultaneously reducing redness and inflammation of the underlying skin. Unlike many anti-acne products which are formulated to target oil and bacteria but often leave skin irritated and flaking, Sloane Inc’s new clarifying trio takes into account the overall complexion health—treating acne and comedones while hydrating skin to prevent surface flaking as well as balancing sensitive, inflamed skin. The end result? One is not just left with a clearer complexion, but a healthier and more radiant one too.

[Sloane Inc. Clarity Water](#) is a refreshing potion that gently dissolves dead cells and surface impurities, controls sebum and shine while preventing the signs of ageing. Contains a blend of Alpha (AHA) and Beta Hydroxy Acids (BHA) to gently yet effectively remove surface impurities and dead skin cells, leaving skin clean, refreshed and soft with a healthy-looking glow. Retail at US\$82 (30ml).

Directions for use: After cleansing, pat directly onto skin. Follow with your skincare regime as instructed.

[Sloane Inc. Lavender Calamine Clarifying Water](#) is a calming, skin clarifying, pH-neutral priming toner that not only helps to control oil but also soothes skin irritations and inflamed zits. This multi-tasking skin toner is enriched with natural antioxidants to protect your skin from age-expediting environmental aggressors. Salicylic acid helps to control sebum and shine as well as ensuring that pores stay clear and clog-free. Anti-inflammatory agent such as Zinc reduce inflammation and minimize the severity of breakouts while natural botanical extracts of lavender, calamine and soy soothe, hydrate, alleviate redness and rebalance stressed, inflamed and sensitive skin, leaving skin cool and calm. Retail at US\$50 (180ml).

Directions for use: Shake well before use. After cleansing, apply onto face using cotton pads. Follow with your skincare regime as instructed.

[Sloane Inc. Complexion Corrector Clarity](#) – this dual-benefit serum clears away blackheads, reduces acne and prevents new breakouts while hydrating skin from within. It contains natural Beta Hydroxy Acids which work as a natural skin exfoliant by removing blackhead-causing bacteria from the pores while skin-softening hyaluronic acid hydrates and smoothens dull, dehydrated skin, minimizing the appearance of fine lines. Retail at US\$75 (30ml).

Directions for use: Apply to cleansed, toned skin. Follow with your skincare regimen as instructed.

“Many of our patients came to our clinic with red, inflamed acne often as a result from using harsh acne-clearing products which dehydrate, further inflame and irritate skin, leading to more problems. In fact, they need to be treated with a non-irritating, holistic skincare regimen. Instead of adopting a piecemeal approach, we have created these products to gently yet effectively treat acneic skin as a whole”, says Dr Low Chai Ling,

Medical Director of The Sloane Clinic™. “These products are designed to be multi-taskers — they treat acne and comedones without irritating the underlying skin. In doing so, we ensure that your complexion achieve not just clarity, but glow and radiance in the quickest time”.

The daily recommended regimen are as follows:

Morning: After cleansing, use a cotton pad to apply Lavender Calamine Clarifying water to entire face. Then apply the 100% oil-free Complexion Corrector Clarity to gently hydrate skin while targeting acne outbreaks. Follow up with sunscreen or makeup as needed.

Night: After cleansing, use a cotton pad to apply Lavender Calamine Clarifying water to entire face. Then pat in Clarity Water to dissolve dead skin cells and unclog pores. Follow up with Complexion Corrector Clarity to hydrate and treat acneic skin.

Sloane Inc.'s range of skincare products is sold exclusively at [The Sloane Clinic™](#) branches or available online at [www.sloaneshop.com](http://www.sloaneshop.com). Prices quoted in this release are in US dollar and are based on the online prices at the time of the press release.

About The Sloane Clinic™

[The Sloane Clinic™](#) is a chain of medical clinics, addressing aesthetic concerns for the skin, face and body. Its team of doctors constantly seek out and fuse the latest non-invasive cosmetic dermatology and cutting-edge plastic surgery techniques, etching their place at the forefront of new technologies. This unique marriage allows them to serve all beauty concerns without prejudice or limitations. Whether it is a subtle enhancement or a dazzling makeover, The Sloane Clinic™ can answer them with its comprehensive armamentarium of beauty innovations, dedicated medical aesthetic team, fully-trained plastic surgery team and wide range of skincare by [SLOANE INC.](#)

For more information and visuals, please contact:

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