



LIFE'S TOO SHORT TO LOOK OLD AT METROPOLITAIN COSMETICS

Your Passport to International Beauty

**Paris has Sephora,
London has Space NK,
New York has
Henri Bendel.
And Johannesburg
easily holds its own
against the chic
cities in the world, with
Metropolitain Cosmetics.**

Right here, right now, the future of beauty has never looked so promising.

Imagine a "beauty pod", a state-of-the-art dock where beauty is on the menu, and served up in a flash, ten minutes max. Try giving your skin a water boost, courtesy of celebrity American dermatologist, Dr Frederic Brandt, or sit down for a skin-plumping session with Aloe Ferox from Veld's. Only got a minute to spare? How about a 45-second Gentlewaves™ treatment that stimulates the skin in no time at all?

Twenty, even ten years ago, such treatments were the stuff sci-fi movies were made of, complete with short-skirted, silver-suited robotic nurses in thigh-high boots, holding a syringe in each hand.

Today, thanks to phenomenal advances in the science of skincare and beauty, the space age fantasy is now an attainable, accessible reality, administered straight to your skin, not by humourless fembots, but by trained, licensed and smiling skin specialists at the new Metropolitain Cosmetics Plus beauty boutique in Melrose Arch Johannesburg.

Minimalist in design and sophisticated in range, Metropolitain Cosmetics Plus is another pioneering beauty retail concept from Metropolitain Cosmetics' founders Wilfrid Moulin and Melissa Brown.

"What we wanted to do is create a place that evokes Paris, that makes customers feel that they are in a French perfumery. Once they walk through our doors, it's as if they are overseas. The best, most authentic luxury experiences must have the ability to transport customers to another world, even if for a few minutes," says Moulin.

By 2006, Metropolitain Cosmetics had opened a second store in Sandton City, and over the following years, Metropolitain would expand and at the same time expertly curate their beauty offer, concentrating on products that went beyond the hype and offered true value for money, delivering results with precision and effectivity.

The international beauty press has been watching Metropolitain's evolution since its inception and have noted with delight that this luxury beauty boutique enterprise has always been right on the ball, their well-moisturised fingers firmly on the pulse

of international trends. Metropolitain Cosmetics launches new products in South Africa simultaneously with Europe and the United States. And now, they have given their nod of approval to the new Metropolitain Cosmetics *plus* concept in Melrose Arch, praising in particular the innovative beauty bar treatments on the menu.

A sense of exclusivity and a variety of choice are not always easy to achieve in a store's product mix, particularly when it comes to fragrances, but Metropolitain Cosmetics manages to pull this off with aplomb.

While department stores, duty-free shops and even discount pharmacies are stocked to the nines with the most popular scents of the day from the usual masstige brands, Metropolitain breathes a more rarefied air.

Think of it as the couture approach to fragrance as opposed to prêt-à-porter. There is, as Brown explains, "Zero compromise on raw materials. The juice is at its highest of concentrations, using the most expensive, rare and complex ingredients known to haute parfumerie. In the hands of master perfumers and the best noses in the world, we showcase the likes of Parfums Serge Lutens, The Different Company, Nobile 1942, which are among the most prestigious names the world of haute parfumerie have available on the international market today."

Along with other niche perfume houses like Parfums d'Empire, Etat Libre d'Orange, Mona d'Orio, Juliette Has a Gun and Neotantric Fragrances, it's clear that there definitely are not your everyday names when it comes to fragrances. "Take Serge Lutens, for instance, a French perfumer who actually began his career with one of the big houses – Christian Dior," Brown continues. "But it was his perfume creations for Shiseido, specifically *Féminité du Bois*, that really sealed his reputation as a master perfumer. He turned the art of perfumery on its head. Perfumery will never be the same again."

Today, Serge Lutens continues to break new ground in perfumery. His fragrances – 23 of them to date and all available at Metropolitain Cosmetics – embody qualities not many commercial perfumes have these days: depth, purity, mystery, sensuality and wit.

With names like *Nuit de Cellophane* (Night of Cellophane), *Daim Blond* (Blond Suede) and *Douce Amere* (Sweet Bitterness), and of course the iconic *Féminité du Bois* the imagination is first provoked, then the nose

is seduced, until the person, skin and soul, is ultimately won over and the fragrance becomes a personal signature.

This personalised approach is also applied to skincare, so much so that Metropolitain has become, according to Brown, "a destination where people come for the results that are scientifically proven by the international aesthetic dermatology platform. Through the medium of analysis, prescription, skin solution, we define a personalized regimen to be followed day by day for the best end-results. Utilising the latest in bio-engineered actives by the planet's pioneers in cosmetic dermatology, we have the latest genetic pool of resources at our disposal in order to hit direct to target."

There is a strong focus on anti-ageing. "This is a serious concern," Brown explains, "given the climate in South Africa, where we have strong sunshine and dry weather.

Fortunately, South African women are extremely aware of the dangers of prolonged and unprotected exposure to the sun, and how this hastens the ageing process. The sun, of course, is not the only culprit. We state unequivocally that the key to health and beauty is a harmonious, balanced triangle: extrinsic, intrinsic and procedural. We support happy people with happy skins."

Fighting ageing head-on, then, requires products that step up to the plate and deliver results that penetrate deeper and last longer. Which is exactly why Brown and Moulin have focused on bringing in doctor-formulated brands, which contain active ingredients in greater concentrations that the usual skincare lines, with patented delivery systems.

Many of these doctors, pioneers in dermatology and cosmetic surgery, have become celebrities in their own right, thanks not just to their celebrity patients, but also to the tried-and-tested effectiveness of their products and in-office procedures.

A laser peel in the comfort of your own home? If you can't come to Dr Frederic Brandt's New York office, let dr.brandt skincare come to you, courtesy of his namesake high-potency skincare line. Think of them as "house calls" by the doctor himself, with products that mimic the very same in-office procedures he is famous for, formulated to give maximum results in minimal time such, Microdermabrasion in a Jar, Laser-A-Peel Crease Release, Laser Tight and Lines No More.

Are you a high-maintenance kind of person? Then go for the "Sebagh Effect", brought to you by the famous French doctor, Dr Jean Louis Sebagh, who for 20 years has been making people – celebrities among them – look not just younger, but better. His concept is simple: take the most effective active ingredients which have been proven to work scientifically and use them in high

concentrations in products designed to target specific concerns.

If botanicals are your thing, try Veld's, a French beauty range consisting of five highly concentrated, highly effective lifting and anti-ageing products :- Ferox Pure Pulp, Roibos Flash Repair, Age Killer, Eye Magic and Xim Up, designed to work in tandem with your existing skincare line. With ingredients culled from South Africa and refined in France, the result is an instant rejuvenation – skin that immediately feels plumper, younger and smoother.

Survey the make-up lines on offer and it is obvious that, as with the skincare, Metropolitain Cosmetics invites its customers to experience, and hopefully even duplicate the expertise of the professionals in the realm of the personal. Make Up For Ever, Stila, T. Leclerc and the latest addition, Enormous Lash by Beauty Society, are all make up lines that were initially conceived by or for make-up professionals before becoming available to the general public.

Brown states, "Our clientele demand all what the pros demand on the movie set, on the catwalk and on the beauty shoot. They have become educated to the language of pro make up – give us High Definition, and that Anti-Shine Primer!"

Because really, when you think about it, life is much too short to look old. In the words of Dr Zein Obagi, the famed dermatologist from Beverly Hills and the name behind another of Metropolitain's exclusive doctor brands from Beverly Hills, "Fight ageing, fight hard."

The Doctor is in:

Star doctors and their star products

For years, some of the best skincare products were personally formulated by doctors to target their patients' specific skin concerns, and were dispensed by prescription only. As their client list grew, so did the doctors' cult status, not to mention the demand for their products.



METROPOLITAIN COSMETICS
THE BEAUTY LEGACY makeup. skincare. fragrance

Shop online at www.metrocosmetics.co.za





METROPOLITAIN COSMETICS+ NOW OPEN IN MELROSE ARCH (opposite Edgars)

Metropolitan Cosmetics 2009 Best-sellers

SKINCARE

1. STRIVECTIN-SD
by Klein Becker R1 100

2. MICRODERMABRASION-IN-A-JAR
by dr.brandt skincare R980

3. AGE KILLER
by Velds R720

4. PURE VITAMIN C POWDER
by Dr. Sebagh R1 400

5. EYE DETOX CONTOUR GEL
by Talika R450

MAKEUP

1. ALL-MAT PRIMER
by Make Up For Ever R380

2. SMOKY LASH
by Make Up For Ever R295

3. HIGH DEFINITION POWDER
by Make Up For Ever R350

4. LIP GLAZE
by Stila R195

5. LOOSE POWDER in BANANE
by T. LeClerc R390

PERFUME

1. FLEURS D'ORANGER
by Serge Lutens R995

2. SUBLIME BALKISS
by The Different Company R990

3. PONTEVECCHIO WOMAN
by Nobile 1942 R995

4. ISABEY GARDENIA
by Isabey R1 700

5. FRACAS
by Robert Piguet R695

EXCLUSIVE STOCKISTS:

Metropolitan Cosmetics stores

Sandton City
Shop L59 Fountain Court
011-883-7091 (Tel)

Hyde Park Corner
Shop P10 Level 2
011-325-4117 (Tel)

Hyde Park Corner
Shop U53A Level 6
011-325-5035 (Tel)

Melrose Arch
Shop HL11 High Street
011-684-1599 (Tel)

SHOP ON LINE:
www.metrocosmetics.co.za

MAIL ORDER:
011-325-4008 (Tel)

With the likes of supermodels, socialites and Hollywood stars making up their A-list clientele, it's no wonder that these doctors and their unique formulations, once the best-kept secret of those in the know, eventually went "public".

But Dr. Frederic Brandt insists that his is more than just a "doctor brand". A world-renowned lecturer and dedicated doctor, Dr Brandt has been in practice for over 20 years, with offices in Miami and New York, and a star-studded clientele. He sees himself as physician and artist, as he helps patients in their quest for rediscovered youth through a variety of non-invasive procedures, many of which he pioneered or perfected himself.

dr.brandt micro-dermabrasion in a jar™ is an exfoliating face cream formulated with pharmaceutical-grade crystals, lactic acid and soothing botanicals to polish away dead skin cells, leaving the skin smooth and radiant.

dr.brandt vacuum cleaner™ from his "Pores No More" range sucks up those blackheads and excess oils from the skin's pores through a formulation rich in alpha and beta hydroxy acids, silicone dioxide and eljitsu rose.

Like his American colleague, French plastic surgeon Dr Jean-Louis Sebagh has, for the last 20 years, been the secret name behind the world's most famous faces. His job, he says, involves "ageing maintenance", taking care of "beautiful men and women who want to stay beautiful for as long as possible". That means to improve the process. For his many devoted clients, it's Sebagh or eye-bags!

Dr Sebagh Sun City Protection™ is an SPF30 sunscreen that contains the latest breakthrough micro-ionized and micro-dispersed 100% mineral filters which deliver invisible, high-level UVA, UVB, Infrared and hyper-pigmentation protection. This is an indispensable weapon in the battle against ageing.

Dr Sebagh Supreme Maintenance Youth Serum™ is the ultimate rejuvenating serum for the face, neck and décolleté, featuring the Youth Molecule "Resveratrol". This age-fighting serum infuses the skin with the most vital of nourishing ingredients that work in perfect synergy with the skin.

Dr Sebagh Pure Vitamin C Powder contains Vitamin C, the most powerful antioxidant of all the vitamins, combats free radicals and helps synthesise collagen at a cellular level to improve skin elasticity, tone and pigmentation. Mixed with moisturiser, the Vitamin C powder turns into a potent and stable cream that goes to work immediately on the skin.



The elegant and youthful Frenchwoman Joyce Musy is the innovative force behind cult skincare company, Velds. She acquired her experience in the most specialised areas of cosmetic medicine and surgery while working for some of France's most prestigious plastic surgeons. On a trip to South Africa, she encountered Aloe Ferox, an indigenous plant that contains an extremely high concentration of vitamins, trace elements, amino acids and enzymes. It became the foundation of a revolutionary new range of beauty products.



Velds Age Killer™ is the most concentrated serum formulated from Aloe Ferox that gives an "instant beauty shock" as soon as it is applied, plumping up the skin with an immediate lifting effect. "It's plastic surgery in a bottle," Musy says.

Klein-Becker is a Utah-based company that made its name by developing formulations for the industry, Klein-Becker decided to launch its own brand-name products in 1996. But the product that catapulted Klein Becker to international success was a stretch-mark cream that turned into an anti-wrinkle phenomenon.

Klein Becker's StriVectin-SD™ the world's #1 selling anti-wrinkle cream to date, is the miracle cream that, over time



and consistent application, visibly reduces the appearance of fine lines and wrinkles. A key ingredient in the cream is a patented oligo-peptide which clinical trials have proven to restore a youthful, glowing complexion faster than retinol, and without irritation, needles or surgery.

Serious dark circles?

HYLEXIN by Bremmen Labs is the answer to targeting dark circles under the eyes. Not a concealer but a concentrated cream, Hylexin reduces the appearance of serious dark circles and discoloration in the eye area.



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THE BEAUTY LEGACY makeup. skincare. fragrance

SKINCARE

A.A.A APPLE ANTI AGE
AGE KILLER
CINQ MONDES
DR BRANDT SKINCARE
DR SEBAGH
EUOKO
ENORMOUS LASH
EYE MAGIC
FEROX PURE PULP
FLASH REPAIR
LA COLLINE
LIGHT-590
LUMEDIA
PATYKA
STRIVECTIN
SWISS PERFECTION
TALIKA
THE ART OF SHAVING
VELDS
WELLBOX
XIM-UP
ZELENS
ZO SKIN HEALTH

KIDDIES

JACADI
LE PETIT PRINCE
PARFUMS CLAYEUX
PARFUMS KALOO

BATH & BODY

CINQ MONDES
DR SEBAGH
DR BRANDT SKINCARE
FEROX BODY PULP
LACOLLINE
LIFT TECHNIC
SMILEY WELLBOX
ZIRH
ZO SKIN HEALTH

TOOLS

BLINC HEATED LASH CURLER
LIGHT-590
MAKE UP FOR EVER BRUSHES
SMASHBOX BRUSH SET
STILA BRUSHES
TALIKA HEATED LASH CURLER
THE ART OF SHAVING
BRUSHES & RAZORS
T.LECLERC BRUSHES
WELLBOX

MAKEUP

BLINC
LIP PLUMPER
MAKE UP FOR EVER
SMASHBOX
STILA COSMETICS
T.LECLERC

MEN

E-SHAVE
GUEST MEN
RECIPE FOR MEN
THE ART OF SHAVING
ZIRH
ZIRH PLATINUM

TEETH

SWISSDENT

SUN

DR BRANDT SKINCARE
DR SEBAGH
KALOO
ZO SKIN HEALTH

HAIR

LEONOR GREYL
PATYKA
SWISS HAIR CARE
TAOS
ZIRH

HANDS

DR SEBAGH
TALIKA
T.LECLERC
ZO SKIN HEALTH

CANDLES

CINQ MONDES
CLEAN
MONA DI ORIO
THE DIFFERENT COMPANY

FRAGRANCE

ABSOLUMENT ABSINTHE
ACCORD PARFAIT
AUBUSSON
AQUALINA CHOCO LOVERS
BALMAIN
BAL AI VERSAILLES
BERDOUES 1902
CARLA FRACCI
CLEAN
COMPTOIR SUD PACIFIQUE
COSTUME NATIONAL
CHANTAL THOMASS
CLAYEUS
CUSTO
DELRAE
DETAILLE 1905
E.COUDRAY
EDEN PARK
ENTRE FILLES
ETAT LIBRE DIORANGE
FRAPIN
IKKS
ISABEY GARDENIA
INES DE LA FRESSANGE
INSTITUT TRES BIEN
JACQUES FATH
JEAN CHARLES BROUSSEAU
JOVOY
JUILLETTE HAS A GUN
LALIQUE
LES PARFUMS DE ROSINE
MAUBOUSSIN
MANDARINA DUCK
MASAKI MATSUSHIMA
MATTHEW WILLIAMSON
MONA DI ORIO
MONTANA
MOLYNEUX
NIKI DE SAINT PHALLE
NOBILE 1942
PARFUMS DIEMPIRE
APUL SMITH
POIRAY
PRINCESSE MARINA DE BOURBON
RICHARD JAMES
ROBERTO CAVALLI
ROBERT PIGUET
ROSSY DE PALMA
SERGE LUTENS
SMILEY
S.T DUPONT
STILA
THE ART OF SHAVING
TOM OF FINLAND
THE DIFFERENT COMPANY
VIOLETTES DE TOULOUSE
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ZIRH

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