



## FROM MT. FUJI TO MANHATTAN

### The Shizuka New York Skincare System

**NEW YORK, NY** – Driven by her belief that natural ingredients can impart powerful anti-aging and anti-acne results while being less likely to irritate the skin than chemically-based products, **Shizuka Bernstein** created the Shizuka New York Skincare System in collaboration with her husband, prominent Manhattan cosmetic dermatologist **Robert M. Bernstein, M.D.** The SHIZUKA new york Skincare System is holistically formulated in Japan and protects the natural potency of the herbs and extracts used without the use of preservatives or undue reliance upon chemicals. Shizuka New York Skincare products are all-natural, hypoallergenic and pH-balanced, and free of fragrance, lanolin and animal byproducts.

After years of research and testing, Shizuka has artfully chosen innovative and effective ingredients rich in natural antioxidants and vitamins to gently revitalize, refresh, nurture and protect the skin. Each of her products begins with the source of all life—water. Though other filtered spring waters were initially tested, Shizuka found that none could compare in purity and efficacy with **water taken directly from Mt. Fuji** and she feels the benefits conferred to be palpable. Rich in minerals developed within the 200 million year old layers of sedimentary rock in a remote and unspoiled region of Japan, the waters of Mt. Fuji are prized for their health benefits and are believed to play a vital role for radiant, ageless skin.

The SHIZUKA New York Skincare System includes components designed to detoxify the skin and guard against premature aging, to reduce hyper-pigmentation, brown and age spots from sun damaged skin, to reduce fine lines for younger, smoother looking skin, to control acne-prone and oily skin and to prevent breakouts and to hydrate dry and sensitive skin.

Other **unique ingredients** in the SHIZUKA New York Skincare System include:

- **Sake (Oryza Sativa Lees)** replenishes moisture and repairs the skin through natural enzymes from the rice fermentation process that catalyze skin cells into action, increasing cellular renewal, softness and brightness.
- **Pearl protein (Hydrolyzed Conchiorin Protein)** is regenerative in nature, repairing cell damage and acting as an anti-inflammatory while decreasing melanin production.
- **Whole plant mushroom extraction** evens skin tone, lightens hyperpigmentation areas of the skin and contains UV absorbing properties, thereby offering the anti-aging properties of an anti-oxidant.
- **Rice bran and protein** increases moisture retention and promotes cellular renewal and collagen synthesis.
- **Moroccan Lava Clay** stimulates circulation and encourages cell turnover while absorbing surface oil.
- **Green Tea (Camellia Sinensis):** Anti-oxidant, prevents moisture loss, diuretic, reduces cellulite and suppresses irritation and inflammation while fighting sun damage.
- **Soy (Natto Gum, Lecithin):** Rich in proteins and amino acids, conditions, hydrates, protects, revitalizes, speeds cellular turnover, and promotes elasticity and firmness. Natural antioxidants and phytochemicals protect and balance.
- **Aloe Vera (barbadensis)** replenishes lost moisture while it soothes irritated skin, calms and heals.
- **Lavender (lavandula angustifolia)** rejuvenates, balances irregularities, relaxes, soothes, heals, calms, anti-inflammatory, antiseptic.
- **Peppermint (mentha piperita):** Tonic, revives, heals, slightly antiseptic, purifying.

### Shizuka New York Skincare System Products:

*Foaming Cleanser* for Normal to Dry Skin (\$48)

*Clay Cleanser* for Oily and Combination Skin (\$48)

*Skin Freshener* (\$62)

*Moisturizer* (\$62)

Product Set – Includes choice of one cleanser, Skin Freshener and Moisturizer (\$152)

The SHIZUKA New York Skincare System is used in every facial treatment at the Shizuka New York Day Spa (7 West 51<sup>st</sup> Street). It is available for purchase in the spa, online at ShizukaNY.com, and at the Marucollet Department Store in Tokyo, Japan.