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NEWS ON SOBEL SKIN RX
AND DR. HOWARD SOBEL

Sobel Skin Rx Debuts on QVC

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New York City celebrity dermatologist and **Sobel Skin Rx** brand founder, Dr. Howard Sobel, is launching his latest skin care collection on QVC today, February 26, at 9 p.m. to 10 p.m. EST.

Dr. Sobel is no stranger to the Pennsylvania-based shopping network: he appeared on air to promote his former skin care line, DDF, 15 years ago. Tonight, he will be joining the shopping network via Skype. “We’ll talk about the ingredients and about each of the six products with the show’s host,” Dr. Sobel explained in a recent phone call from his Manhattan-based dermatology practice on the Upper East Side. Items will be sold separately with some bundle opportunities throughout the one-hour show.



Sobel Skin Rx products contain pharmaceutical-grade ingredients and have been clinically tested to transform and rejuvenate skin without a prescription, by “re-training” the skin to feel, look, and act younger. The products are cruelty-free, and free of parabens, fragrance, phthalates, and sulfates, and are all about high concentrations and anti-aging ingredients. “There are some holes [in the offerings], there’s no face wash, but not everyone uses one line for everything,” he explained, adding people tend to use many different product lines.

For his appearance on QVC, Dr. Sobel created Sobel Skin Rx Bio Hyaluronic Moisture Cream Extreme (\$75). The supercharged daily moisturizer contains a first-of-its-kind formula of Dr. Sobel’s patent-pending SD-100 concentrate, with a custom blend of essential lipids, ceramides and emollients. The moisture cream delivers high percentages of active ingredients without irritation and leaves skin hydrated, lifted, and smooth, while protecting against free radicals.

“It’s called Extreme because it’s a patent-pending delivery system,” Dr. Sobel explained. “It mimics the skin barrier. It’s like holes are poked in it and water evaporates out and your skin dries out,” he said, adding, “When skin dries out, you get fine lines, wrinkles, loss of volume.” His patent-pending base helps repair the skin barrier to enable it to act the way it did when it was younger — in other words, it helps keep water in and increases absorption. “As we age, hyaluronic acid decreases, we don’t make as much,” Dr. Sobel said. His moisturizer uses bio-derived hyaluronic acid from marine-based hyaluronic acid. “It’s a small molecule, so it helps get it into the skin,” he explained.

Dr. Sobel first launched Sobel Skin Rx in January 2020 on Sephora.com. Despite the pandemic, or maybe because of consumers’ changing beauty habits, sales of his line met expectations. One of his best sellers to be offered on QVC is the 4.5% Retinol Complex Night Treatment (\$89). “What makes ours different is the high concentration of retinol,” Dr. Sobel said. “You expect you’d be irritated, but the difference is in the patent pending base and delivery system,” he explained, which helps increase retinol absorption, eliminate irritation, and keep active ingredients in the skin longer. “It showed it increased hydration in the skin and a lot of retinols don’t,” Dr. Sobel said. “By increasing collagen production you’re decreasing crepiness and fine lines and wrinkles.” Dr. Sobel noted that it’s never too early to start these creams. “It’s easier to try to prevent wrinkles and lines when you prevent them from cropping up in the first place. There’s no reason not to start in your twenties with the retinol,” he said.

The full lineup to be offered will include:

- **Sobel Skin Rx 35% Vitamin C Face Serum, \$89**
- **Sobel Skin Rx Anti-Aging 4.5% Retinol Night Treatment \$89**
- **Sobel Skin Rx Bio Hyaluronic Moisture Cream Extreme \$75**
- **Sobel Skin Rx 30% Glycolic Acid Peel Concentrate \$36**
- **Sobel Skin Rx 15% Niacinamide Gel Serum + Oligo Peptide Eye Cream \$95**

Dr. Sobel's practice, Sobel Skin, was a pioneer in the U.S. med-spa/medi-spa evolution. His practice is unique in that it provides the latest advances in dermatology, dermatologic cosmetic surgery and progressive face and body treatments. Like all service providers, Dr. Sobel had to close Sobel Skin due to COVID-19 from March 2020 until June 2020. "We had a big boom coming back," Dr. Sobel said. "People were holding off on treatments and they're on Zoom and looking at their faces and walking around with masks," he said. Because of the focus on the eyes, forehead and elevens, people were focusing on areas they weren't as concerned about before. "On Zoom, they're up close," he explained. "Now we have a steady stream of patients," Dr. Sobel said, especially "people who never looked that closely at their faces before but are now because of Zoom."

Sobel Skin's 2021 Trending Procedures

Liquid Facelifts: The liquid facelift is the latest advancement in rejuvenating the face and providing a more youthful appearance. It can offer many of the benefits of a traditional facelift without having to undergo a surgical procedure and recovery. Liquid facelifts can restore lost volume, diminish lines and wrinkles, redefine the jawline and cheekbones and lift sagging brows.

Tumescent Lipo: Liposuction is the single most popular cosmetic surgery procedure in the U.S. today. Liposuction sculpts the body by removing undesirable fat that has not responded to diet and exercise from the abdomen, waist, hips, buttocks, thighs, knees, upper arms, chin, cheeks, and neck. Dr. Sobel offers liposuction under local anesthesia in his office.

Fillers: Belotero Balance dermal filler can help restore a more youthful, well-rested appearance to the face. It is particularly effective in treating certain areas of the face, including smile lines, vertical lip lines, and marionette lines.

The Zoomable: This is a trio of treatments that includes filler, Botox and Fraxel for a more Zoom-friendly face.

Vivace: A Vivace laser is a combination of microneedling, radiofrequency, and LED light therapy. Vivace laser treatment encompasses the next wave of skin rejuvenation therapy. Vivace laser treatment diminishes fine lines, wrinkles, and other blemishes, and provides a more youthful appearance by firming and lifting sagging skin.

CoolPeel: CO2 lasers have long been the gold standard in treating wrinkles, age spots, acne scars, and other blemishes as well as tightening skin and balanced tone. Traditional CO2 treatments however have long been associated with considerable downtime. The precision and the control of the CoolPeel allows you to get the skin resurfacing benefits without the downtime and risk.

EMTONE: One of the newest body devices at Sobel Skin, this is the practice's first answer to cellulite. It is a quick, non-invasive treatment that uses radiofrequency and targeted pressure energy to reduce the appearance of cellulite.