

## Vanity

### Autumn 2010

**The journalist reviews Genuine Dermaroller after her first treatment in a piece about sun-damage:**

"The amazing results have proven successful in getting rid of lines, wrinkles, sun-damage, pigmentation, acne scars and stretch marks. Two days later I looked much fresher with a radiant and even complexion."

## Cosmetic News

### August 2010

**In the 'Product News' section of their newsletter, in an article announcing the Dermastamp, they wrote:**

"The new micro-medical skin-needle device is designed to complement Genuine Dermaroller Therapy and is used for the treatment of isolated and deeper atrophic scars and lines. Using high quality 2mm micro-medical skin needles in a 5mm diameter circular arrangement, the Dermastamp is perfect for skin regeneration and scar repair for these previously difficult to treat areas."





**COSMETIC**  
Surgery & Aesthetics  
Magazine

## Cosmetic Surgery & Aesthetics magazine August 2010

**In a piece on achieving a healthy glow, Dr Simon Bentley of the Minerva Clinic said:**

"Genuine Dermaroller and Dermastamp are proving to be increasingly popular treatment choices. There is little downtime and it has the benefit of 'chemical free', relying on stimulating the skin's own natural growth to improve the appearance of pigmentation problems, fine lines and scars."

**In an 'Ask the Expert' piece on getting rid of chicken pox scars, Dr Simon Bentley of the Minerva Clinic, said of Genuine Dermaroller and the Dermastamp:**

"The beauty of these treatments is that they come as sterile single-use medical devices and the quality of production is second to none."

### **Claire Coleman looks at Dermaroller in a piece about how to turn back the hands of time.**

"The dermaroller, or fine needling of skin, has been dubbed the credit crunch laser. The idea is that by pricking the skin all over with a roller of very fine needles, you stimulate an immune response which ramps up production of elastin and collagen, resulting in plumper skin. A course of three treatments at six to eight week intervals is recommended, and results can continue to be seen for up to 12 months after the treatment (from £245). Dr Bowler says 'This will improve skin texture and plump things up so it's a good option as a safe and non-invasive treatment because there's very little that can go wrong.'



### **Irish Daily Mirror May 2010**

#### **In a positive review of Genuine Dermaroller compared to lasers by Michelle Margherita**

"The sensation was hot and prickly rather than painful. It lasted a few minutes and left my face covered in thousands of tiny pin pricks. Although my face was quite red the next day, it was nothing make-up wouldn't cover. My skin felt dry but after a week it looked tight and glowy. But it's not a quick fix – it took six weeks to see the full benefits and three treatments are recommended. And I was more comfortable with the possible sideeffect of infection, because it's unlikely when the punctures are so tiny."



at home

May 2010

**Practitioners only using medically endorsed treatments that are based on scientific principles:**

"The technique is designed to improve the appearance of facial lines, wrinkles, ageing and sun damaged skin, and acne scars."

InStyle

Beauty – The Buzz  
April 2010

**The home meso-rejuvenation Dermaroller was recommended as a 'new techno tool' in their regular beauty column**

"Fancy a face lift at home? The Dermaroller... makes tiny pain-free punctures in your skin. This boosts the production of age-busting collagen and allows your skincare to penetrate deeper when used after applying your anti-ageing products."





## **Beauty is pin deep** **February 2010**

**In a news piece focusing on the  
Dermaroller**

"Women wanting a flawless complexion are queuing to have their faces punctured thousands of times by tiny needles.... Mark Bury, of UK based SurgiCare, said enquiries had soared 250 per cent. He added: 'It's known in the trade as the flaw eraser.' "



## **Take One Problem** **February 2009**

**In their regular problem busting  
feature, Genuine Dermaroller was  
recommended as a solution to  
an ageing décolletage**

"The Dermaroller at the Bijoux Medi-Spa pierces the skin to aid collagen production (from £300; bijoux-medispa.co.uk)."



woman&home

## New Tweaks February 2010

**Genuine Dermaroller Therapy was recommended by Dr Elizabeth Dancey in an anti-ageing beauty Q and A**

"Low-tech and simple, but the science is compelling stuff.... Like anything that stimulates collagen, it takes time to show results, but it lasts for years, making it plumper and more glowing."

# COMPANY

## The Rise of Bonus Boytox January 2010

**In an article on city bankers using aesthetic treatments to rejuvenate their stressed-looking faces**

"A new Dermaroller treatment is a mini paint-roller with micro-needles which, when rolled over skin to kick-start collagen production, helps minimise sun damage and acne."





## **Rolling Back the Years** **January 2010**

### **In a full page review on Genuine Dermaroller Therapy**

"The treatment claims to 'significantly improve' the appearance of lines and wrinkles on your face and décolleté. I can definitely vouch for the effects of the face, as that's all I had done... So, do I look like Angelina Jolie? Well, I already had the fat lips, but now my skin looks so much fresher and younger, more line free and tighter without looking taught."

## **The Daily Telegraph Weekend Magazine** **50 Ways to Look Younger** **January 2010**

### **Genuine Dermaroller Therapy was positioned at number ten in their round up of the best anti-ageing beauty and health treatments**

"It's the latest treatment in what might be called the 'brutal beauty' movement and involves having a finely spiked roller passed repeatedly across your delicate facial skin. It may seem a bizarre way to enhance its texture but, once the skin's repair-processes have kicked into action, generating new collagen and elastin, you'll reap the benefits of finer, brighter, smoother skin. Not cheap, but many women swear by it."

## Can these gadgets REALLY make you look younger?

December 2009

**The Home Meso-rejuvenation Genuine Dermaroller was featured in their article on new space-age anti-ageing gadgets**

"The latest gizmo to make the headlines is a roller covered in tiny needles. It's a watered-down version of a professional treatment which pierces your skin with thousands of tiny holes to stimulate collagen production. This stimulates the epidermis and allows your anti-ageing skincare products to penetrate deeper. Regular use will improve the appearance of skin."



# attitude

Rocknrolla

December 2009

**Genuine Dermaroller Therapy was showcased in their feature on the latest skin needling devices**

"In spite of its off-putting design, it's actually infinitely safer than the common practice of injecting a muscle paralysing agent into your brow or shedding dead skin with chemicals. There is also considerably less 'downtime' with the Dermaroller (you're basically a bit red for 24 hours after the treatment) compared to the week-long Sith Lord complexion that comes with chemical peels... The Dermaroller – both the professional and home use version – presents something of a breakthrough."

## It's a Rollover November 2009

### In a full page treatment review of **Genuine Dermaroller Therapy**

"...something strange happened. It was slow, subtle and I hadn't really noticed until I began to get compliments about my skin from other beauty writers – who have eyes like lasers that don't miss a thing. I was then forced to acknowledge that, yes, my skin was looking much improved. A bit fresher, a bit livelier, maybe even a bit tighter. It had to be the Dermaroller."



## My Weekly

### How Far Would You Go to Look Younger? November 2009

Quoting Dr Paul Cronin,  
owner of the Eternal youth  
Clinic in Cheshire, in a  
feature on new anti-ageing  
treatments

"Dermarollers are effective in reversing sun damage and can significantly improve skin pigment, texture and tone... Three treatments of around £400 each are needed and results can last up to three years if you look after the skin afterwards."

# Cosmetic Surgery & Aesthetics Magazine Trade Secrets Needle Therapy November/December 2009



**In a tried and tested feature on at-home micro-needling devices**

"I used the roller as instructed along with their LipoPeptide Collagen Booster for facial skin improvement. I have used it two or three weeks as instructed and I have noticed a difference but I plan to book an appointment with a practitioner offering and in-clinic micro-needling treatment as I would like a more intensive course for faster results. I think this device would be good to use post-treatment as it would maintain results."

## InStyle

### Top Five Celebrity Body Beauty Secrets December 2009

**In describing Jennifer Aniston's 'Flawless Skin'**

"Jennifer Aniston reportedly uses the Dermaroller treatment to give her skin a fresh faced, natural look. The roller stimulates the skin to regenerate and repair itself naturally and safely, creating smoother, brighter, healthier younger looking skin. It can be used on the face, neck and hands and is extremely effective at reducing stretchmarks and acne scarring."

# TATLER

**Dr Know-How**  
**November 2009**

**In a profile feature on Dr Michael Prager**

"Dermaroller is proven to improve acne scars and is particularly effective in treating very lined décolletés and even stretch marks. Severe sun damage can be treated safely with this new procedure and you don't need to avoid the sun afterwards. It works by stimulating skin cells to produce natural collagen by pricking thousands of microscopic needle columns into the dermis of the skin."



**General Practitioner**  
**Therapeutic Options to Treat Acne Scarring**  
**October 2009**

**In an article on the best treatments for acne scarring in the UK's leading magazine for GPs**

"Dermaroller is a percutaneous collagen induction technique using small needles on a roller. A local anaesthetic cream is applied then a roller is passed over the affected area several times to achieve pinpoint bleeding. The treatment is safe and involves minimal downtime but it takes since months to see a final result. I usually repeat the procedure at three months... about 75% of cases show a good or excellent results."



# ASIANA

## Spot of Bother October 2009

**Recommended as a treatment  
for blemished skin**

"A hand-held roller covered with minute pins is rolled over the face. The procedure works by fracturing the skin (by producing thousands of pin pricks on the dermis) and encourages it to repair. The process encourages rebuilding of collagen, while flattening scars and pigmentation."



# at home

## Turn Back Time October 2009

**Recommended in their  
feature on non-invasive  
surgery**

"The Dermaroller is a medical roller that has micro-surgical precision needles mounted around a rolling device. It's good for treating acne scars, sun damaged skin, facial lines and stretch marks. The results do not occur immediately, but a few weeks after just one treatment, the difference is noticeable. And because results are gradual, it tends to be long lasting."

# COMPANY

Anyone for a High-Tech Facial?  
October 2009

In an article on high-tech treatments

"When skin is slightly traumatised, it works overtime to produce more collagen and elastin, which give your skin firmness and an even texture. You don't get all the bruising and swelling that comes with more aggressive laser treatments or deep chemical peels and, because anaesthetic cream is applied before the treatment, you shouldn't feel the needles anyway. A week on, my pores are a little smaller on the side that was treated and definitely feel less clogged."





## marie claire Beauty Barometer September 2009

**Featured as 'going up' in  
their Beauty Barometer**

"Angelina's Super-Dewy Skin – Apparently Angie's glow is down to Dr Michael Prager's spiky Dermaroller. Worth the prickly pain, surely?"

London  
**Evening  
Standard**

## The Sonic Boom in Skincare September 2009

**Recommended in a feature on the latest skin  
technology and facial treatments**

"One device that's best left to the professionals is the Dermaroller. The direct trauma to the skin stimulates collagen renewal that should result in your skin becoming firmer and more glowing. Brad and Angelina are allegedly big fans (it's also popular for acne scarring)."

# HELLO!

## Step Back in Time August 2009

**In an article on A-list celebrities turning back the time**

"Used for some years in LA to reduce the appearance of acne scars, wrinkles and even stretch marks, the Dermaroller has hundreds of tiny needles that penetrate the outer layers of the skin. The body then heals the subsequent 'wounds' by producing collagen, which helps keep the skin firm and younger looking. Angelina Jolie is reported to have tried Dermaroller therapy after being introduced to it by husband Brad Pitt, who is himself thought to have undergone a series of treatments to combat acne scars."



## The Times Magazine Take One Problem August 2009

**Recommended as a solution for scarred skin in their regular 'Take One Problem' page**

"The Dermaroller consists of fine needles on a roller that stimulate healing."

# GRAZIA

## Ouch! Angelina's Bizarre New Facial August 2009

### In an article on Angelina Jolie's favourite treatment

"Now Grazia can exclusively reveal that Angelina's strangely dewy complexion isn't down to surgery, but a pioneering treatment called the 'Dermaroller'. With more than a passing resemblance to a medieval torture implement, the Dermaroller is covered with hundreds of tiny needles which are applied to the face to deliberately cause pores to bleed. 'Angelina wanted to pull out all the stops', said a source. 'She knew all eyes would be on her. She's been using the Dermaroller on and off for six months, as she wants to avoid plastic surgery.'"





# Rejuvenate

## Pins and Needles... The Latest Way to 'Roll' Away the Years July/August/September 2009

### In a feature on skin needling

"Dr Patrick Treacy is a firm advocate 'I am a long time favourer of the procedure. One notices a very pleasing improvement in a patient's skin about six weeks after the treatment. Genuine Dermaroller Therapy will be a treatment I can confidently recommend to my patients.'"