

# vitalize

## Why You Should Use Customized Products For Your Skin

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Customized products are now the rave and are great for your skin.

Today's best skincare has advanced well beyond deciding whether you have dry, oily or normal skin and treating it accordingly. A new, research-based movement is afoot that takes a more tailored or personalized approach to your skincare needs. It's known as bespoke skincare, and refers to customized products designed specifically for your skin.

Bespoke skincare products are made for you, with your skin condition, type and needs in mind—good news for those of us who have a vanity littered with half-used jars and vials of creams and lotions that never quite did the job.

### Universkin

Ten years of rigorous research and clinical studies led to a breakthrough product by Universkin of France, brought to Canada exclusively by Croma Aesthetic Canada. Developed by a specialized board of scientists, including world-leading plastic surgeons, dermatologists, biologists and pharmacists, Universkin combines pure, pharmaceutical-grade active ingredients at the right concentrations, for a personally precise and multi-functional solution.

To design your Universkin formula, an extensive skin analysis is conducted by your physician using a comprehensive questionnaire and personal consultation. Pharmaceutical-grade active ingredients are added to the base serum, selected to best address your skin's issues. In less than one minute, your skincare formula is prepared for you in your physician's office. Your formula can be fine-tuned over time to adapt to your lifestyle, age, skin condition, and any seasonal and environmental effects and changes.

Dr. Sheetal Sapra of ICLS Dermatology in Oakville says Universkin is an excellent choice for any skin condition. "Universkin allows me to diagnose and prepare a customized formula using pharmaceutical – grade actives that are appropriate for my patient's skin type and for pre-existing conditions such as pigmentation, acne, oily skin, and rosacea or other aesthetic concerns. Tailor-made skin care by Universkin is unique and highly effective."

"Tailor-made, topical skin care by Universkin makes the difference," says Manny Kapur, Managing Director, CROMA Canada "Today's consumers are very sophisticated, and the media keeps them well informed of new and exciting developments in our industry, so it's important that we offer something really unique, effective, and not available in retail stores."



Universkin combines pure, pharmaceutical-grade active ingredients at the right concentrations, for a personally precise and multi-functional solution. Photo Credit: Universkin.