

VOLUME 24

THE ADDRESS

CELEBRATING THE WORLD OF LUXURY REAL ESTATE, FOOD & TRAVEL



INTERNATIONAL REAL ESTATE

Ajgave, Barbados, Barcelona,
Costa Marésme, Costa Rica,
Madrid, Maldives, Sardinia,
Venice...

FOOD & TRAVEL

Holiday rentals with
a wine factor
Magical West Africa
Kitchen Confidential

INSPIRATION

Curated discoveries
A tribute to the Arctic

THE YOUTH BOOSTER

I recently became obsessed with IOMA's Youth Booster. It not only instantly makes my skin look smooth and plump, it brings out my long-lost radiance day after day.

Ingenuously devised, the intuitive serum-moisturizer hybrid measures the condition of the skin over time. Using the same MEMS technology NASA is using in its Mars rovers, the product has an innovative sensor integrated into the cap that allows up to 300 home tests to measure the moisture levels of the skin.

Our skin is affected by the elements it comes into contact with each day, such as sun, wind, pollutants and a person's diet. The skin changes in response to those elements. The test allows one to determine the skin's daily needs, whilst also obtaining tangible evidence of the ongoing effectiveness of IOMA Youth Booster. Based on the needs of the skin indicated by the sensor, the user is able to personalise the application frequency for optimum hydration, detoxification, regeneration and protection.

It could not be easier to use. The built-in MEMS sensor is placed against the skin and displays one to six LED lights, with one being the most moisturised and six being the least moisturised. If the sensor shows one, two or three lights, apply the cream once a day; if four, five or six dots light up, apply twice a day.

Here is intelligent skincare at its best.

For a look of renewed youthfulness and a fully moisturised appearance, IOMA's gorgeous anti-ageing booster with LED skin measuring device is a stellar addition to my skincare routine.

www.ioma-paris.com



IOMA

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