

BORN IN THE USA



We speak to Janna Ronert about her leading American cosmeceutical skincare range, Image Skincare, which arrived in the UK last month

Image Skincare, became available in the UK. We speak to Janna about the range and what she thinks it adds to the UK cosmeceuticals market.

CN: Tell us a bit about your background and how you came to develop Image Skincare?

JR: I founded the company eight and a half years ago. I am a licensed aesthetician and I also have some background in chemistry and a degree in business. I started this company because I had been in the industry for 15 years working with plastic surgeons, dermatologists and felt there was a real need for a skincare line that focused on simplicity: simplicity in a product range, simplicity in presenting products to clients and basically a simple way to achieve a great result.

CN: How many products do you have in the range and can you tell us about them?

JR: We have got six ranges. The first range is called the Ageless™ line. In this line we incorporate AHAs, Retinols, peptides and the new apple stem cells (PhytoCellTec®) those are really a new ingredient that have been clinically proven to take an aged skin cell and rejuvenate it to make it new again. The Vital C™ range treats rosacea. That's a combination of five products. We incorporate three stable vitamin C's into our line we do L-Ascorbic, Ascorbyl Phosphate and Ascorbyl Hexyl Phosphate and they really add a lot of power and punch to the products to deliver results. The newest range we have is OrMedic™. I felt that there was a real imbalance and a big jump between organic and medical so we connected the two in the OrMedic™ line. It is a blend of potent organic ingredients with medical

Janna Ronert is passionate about skincare. A University of Nebraska Graduate, she dreamed of owning her own skincare company. After years of research, her pharmaceutical education and experience as an aesthetician working for plastic surgeons and dermatologists, led her to develop her own range of products and in 2003 she founded Image Skincare. The company has quickly grown from one woman's dream, to becoming an industry leader in value, results and innovation. Along with her husband Marc Ronert MD, a Board Certified plastic, reconstructive and aesthetic surgeon as well as a Fellow of the European Board of Plastic and Reconstructive Surgeons (EBOPRAS), Janna has developed the brand to include six anti-ageing, results driven ranges. The brand has harnessed scientifically advanced formulas to create pharmaceutical grade skincare products that give therapists, physicians and aestheticians the ability to offer professional treatments and products that yield results without the use of parabens, petrochemicals and synthetic fragrances. The products are approved and available in the United States, Europe, Asia, Australia and the Middle East. As of last month,

effectiveness. We took a base of about 65-70% organic ingredients and the other 30% we included the peptides and the stem cells. That is a really really interesting range that has gotten a lot of unbelievable press in America because now we have physicians and we have OBGYN's who can use this line for pregnant women or oncologists who are treating women who are going through chemotherapy or breast cancer - any sort of surgery or illness a patient has they can use a

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cosmeceutical line now. So that's a really unique range. The next one is called Clear Cell™ and that is devoted to acne and oily skin. It is a range that includes a cleanser as well as cleansing pads and a spray toner that the client can spray on their face and then remove the oil with a gauze. So that's very very different. Then we have the Sun™ range where we have four moisturisers that are built in sun blocks. They are all physical blocks, there are no chemicals in them they either have zinc or titanium. They range from a clear moisturiser to a tinted moisturiser, which is a mineral tint so there are no dyes or fragrances in the product. The last range is called Body Spa™ that is a unique blend of cosmeceutical clinical body products. That line incorporates a body firming cream which is used for pregnant women to prevent stretch marks and it is used pre and post liposuction to reduce edema and swelling as well as tightening the skin and post massage for firming. We also have seven Professional I Peel Treatments - ranging from an organic Passion Peptide Peel to RX-only TCA and Jessners treatments.

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CN: You don't use any parabens in your products so how do you preserve them?

JR: Image is the first clinical line, to my knowledge, that is paraben free, fragrance free, dye free and synthetic free. We use three different preservatives and they are all plant derived. They are derived from corn and include Ethyl Hexyl Glycolate and Glycol Ethyl Glycolate, which is kind of a reverse chemistry of that same plant. The reason that we removed parabens is first of all they are derived from oil. Our company is very environmentally based and even a small step to decreasing our dependency on oil is a big step for us in the cosmetic field. The second is that there have been some studies that have shown that parabens can mimic a hormone that could potentially cause cancer so that is really the biggest reason that we removed that from our line and third I really believe that anything plant based is safer and adds more health to the skin.

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CN: Your husband is clinical director of Image Skincare, what is his background?

JR: My husband is a board certified plastic surgeon. I started the company eight years ago and I was married four years ago so he has come on board and he and I now run the company. He has really added an incredible clinical side to it - he has brought out the peptides and the stem cells.

CN: You are in the UK to launch the Image Line what made you decide that now was the time to move into the UK market?

JR: Well you know we have been looking for a good representative/distributor that also has the same philosophy that we do about skincare and could be exclusive to our line. We have had many many companies that have been interested in adding this to their product range but we in the States and worldwide want exclusive distributorship so we have teamed up with Skin Geeks. We just felt like from a business perspective and a philosophy standpoint they really fit the bill.

CN: What are the main differences you have seen between the UK market and the market in the States?

JR: Well I think that from a peeling standpoint Americans are probably ahead of the game and are more comfortable and feel more confident about the benefits of peeling. It seems like in the UK more facials are being done right now and there is less emphasis on peeling, just because I don't think there is the level of education. In 2010 we are going to be hosting a one day conference entitled 'Aesthetic Trends in the Skincare industry' focusing on trends on peeling and combing peeling with treatments like microdermabrasion and laser. It will be for aestheticians to really learn what the point of chemical peeling is along with what retailing is really all about.