

Brighton Gets A Skinny Reality Check!

Brighton's population gets a chance to put its collective skin under scrutiny on August 24th 2009 when 'A New You' cosmetic surgery opens its doors for a day of complimentary state-of-the-art skin clinics.

The personalised treatments will be made available at no cost to the public, combining high spec skin analysis with NHS approved skin care formulations.

Kent-based British cream company Orba Originals™ and A New You Cosmetic Surgery on Queen's Road in Brighton city centre have teamed up to host the free public open day following the success of similar open days at the Cosmetic Surgery in the past.

The event runs from 11am to 6pm and specialist staff will be on hand to analyse, explain and treat various problematic skin conditions such as sun damage, acne, eczema, psoriasis or other unexplained skin irritations and specific foot health problems such as athlete's foot, cracked heels and hardened skin.

The private one-to-one consultations will provide a unique one-day opportunity for the public to sample skincare services worth over £95 a session, including the latest in photo imaging technology which scans and analyses the skin within minutes to identify tissue damage from elements such as the sun, smoking or product allergies and enables consultants to prescribe the best skin care regime for each customer.

Orba Sales and Customer Care Manager Dione Williams says, 'These open days are an excellent way to educate people on effective skin care.

'In the last five years there has been a dramatic increase in irritable skin conditions which are in part down to the environment and partly due to prolonged and repeated use of allergy-inducing products on one's skin. Research shows that 65% of women are confused about the right ingredients for their skin type with as many as 4 in 5 women using the wrong products for their skin condition.

'Days like these give us the opportunity to allay confusion regarding ingredients and product choice and to dispel the idea that cosmetic treatments are purely superficial with no health benefits. Orba Originals™ is proud that its NHS approved creams are being used as balancing skincare solutions, healing after-care treatments and effective alternatives to surgery.'

A New You is situated in Brighton's City Centre above the Dental Health Spa Clinic on Queen's Road.

For further information please contact Natasha on

Tel: 0207 737 1979

Mob: 07868 296 385

Natasha@100acres.com

Editors Notes:

- Orba Originals™ is a family-founded British skincare company making creams in the UK with 100% natural British ingredients. Their creams contain no lanolin, no alcohol, no steroids, no harsh chemicals, no animal-derived products and are animal cruelty-free. Orba Originals™ has celebrated its 17th year in business by going Paraben-Free. www.orba-originals.com

- A New You Brighton-based Cosmetic Surgery provides surgical and non-surgical enhancements and treatments for face and body. www.a-newyou.com