



beauty salon selects...

# Magic mushroom

The latest launch from B-Line gives hands a treat.



SHIITAKE mushroom is the 'magic' ingredient in B-Line's latest addition to its range of spa beauty products. Shiitake is a natural anti-oxidant prized for centuries in the Far East for its medicinal and health-giving properties and **Skin Treat** from B-Line Health and Beauty harnesses those potent qualities in a luxurious serum to help disguise the tell-tale signs of ageing on the hands.

Moisturising without leaving any residue, regular use helps firm the skin and lighten age spots by using the mushroom's kojic acid to help prevent the formation of melanin, resulting in brighter skin. In addition, kojic has an astringent quality that can temporarily tighten the skin giving a taut appearance.

**Treat them right**

Another ingredient is gotukola, strong in anti-oxidants to stimulate the production of collagen as well as strengthening blood capillaries to improve the condition of sun-damaged, wrinkled skin.

Founder Annette Foley-Craigen launches a range of specialist foot care over 20 years ago and says: **"Even the most dedicated regime of diet, exercise and traditional beauty treatments is unlikely to have any impact on the hands. Exposed to the elements and careworn from everyday domestic tasks, they deserve the same tender loving care as the rest of the body. Having been passionate about feet for years, I have become aware that hands are a dead giveaway when it comes to assessing someone's age. Regular manicures and use of moisturiser is not enough to keep hands looking good - this new serum tightens, lightens and brightens the skin leaving hands dewy soft and visibly more attractive."**

The centrepiece of B-Line's footcare collection is **Feet Treat**, a rich cream containing a complex blend of essential oils and plant extracts to soften hard, cracked skin. It is the company's top seller and has been B-Line's 'hero' product since it was launched over 10 years ago.

Its unique three-in-one formulation works as an exfoliant and a nourishing moisturiser to complement the healing, anti-bacterial properties of B-Line's signature ingredients of Tea Tree and Lavender:

Other key ingredients include Essential Oil of Orange, Essential Oil of Lemon, Jojoba, Coconut, Bilberry, Silver Maple and White Willow. It is suitable for all skin types even the most sensitive and used daily will improve and maintain the skin's natural balance. It can be used as a standalone or as part of an exclusive B-Line pedicure treatment such as Sole Essential.



For more information on **B-Lines** products circle 074

