



*cosmetic micro-needling*  
**PERFORMANCE**  
**INTELLIGENCE**  
*pioneered and perfected*  
*by EnviroN*

**PRESS RELEASE**

**Cosmetic Micro-Needling is arguably one of the most popular professional and at-home skincare treatments today.**

With little or no access to professional skincare treatments as a result of Covid-19, consumers are focusing more on skin health and using the power of at-home skincare technology to optimize results. While the world may be experiencing a Micro-Needling revolution today, it was Dr. Des Fernandes (Founder and Scientific Director of EnviroN) who pioneered this innovative technology more than 20 years ago.

Respected and recognized as the world-leading specialist in Micro-Needling Technology, **Dr. Des Fernandes** M.B.; B.Ch.; F.R.C.S (Edin), globally-acclaimed plastic surgeon, doctor, visionary and creator, changed the way the world sees, understands and cares for skin.

**Born out of plastic surgery.**

*“The concept of Micro-Needling was born at the time when the world was going mad for invasive treatments like destructive laser therapy and deep dermal peels. People were submitting themselves to the most gruesome torture to achieve tighter, smoother-looking skin.”*

says Dr. Des Fernandes.

**It's about more vitamin A.**

Dr. Des Fernandes' extensive medical research in the field of vitamin A and skin regeneration proved that this essential skin normalizing vitamin strengthened the stratum corneum to such a remarkable degree that it was imperative to innovate a new way to get more vitamin A delivered to the skin to enhance the benefits and achieve better results.

*“I found that my patients' skin reached a plateau and I needed to find a way to get more effects of vitamin A. That is the paradox of vitamin A.”*

**EnviroN pioneered Micro-Needling Technology in the 1990s:**

In 1997, Dr. Des Fernandes needled himself for the first time using a tattoo pen. Dissatisfied with that experience, he had special rollers made with thin needles and began testing: first on himself, then on his patients. This was the birth of medical and surgical needling treatments of wrinkles, stretch marks, acne scars, burn scars, and, very soon after, EnviroN launched the first cosmetic roller to the world.

**EnviroN has the world's longest experience in using Micro-Needling safely and effectively.**

The brand's remarkable track record has been acknowledged by many global industry awards over the years.

Beautiful, healthy-looking skin is synonymous with EnviroN. Incorporating EnviroN's industry-leading Cosmetic Micro-Needling Instruments into professional treatments and at-home skincare routines, is the route to the best results in the world. EnviroN skincare users should prepare their skin for the application of the powerful ingredient combinations with Cosmetic Micro-Needling.

By doing so, this will assist to deliver more of the powerful, ingredients to where the skin needs it most. Cosmetic Micro-Needling is scientifically proven to assist in improving the appearance of aging, pigmentation, dehydration, scarring and sun damage.

Dr. Des Fernandes has been able to scientifically show many cases where the results of Cosmetic Micro-Needling with powerful formulations can match or exceed what many expensive medical aesthetics devices claim to achieve.

**EnviroN's Focus Care Skin Tech+® Range of Cosmetic Micro-Needling Instruments offer these powerful benefits:**



- Effective
- Painless
- Meticulously crafted
- Medical-grade quality
- Safe & hygienic
- Easy to use
- Easy to clean
- 12 month guarantee

  
 TECHNOLOGY PIONEERED BY  
**DR. DES FERNANDES**  
 M.B.; B.Ch.; F.R.C.S (Edin)  
 Founder of EnviroN Skin Care  
 & World Specialist in Micro-Needling

**EnviroN's Focus Care Skin Tech+® Range includes:**

- Gold Cosmetic Roll-CIT®
- Cosmetic Roll-CIT®
- Focus-CIT®
- Instrument Cleaning Solution

*“Looking into the future, plastic surgery will become far less invasive. Micro-Needling will become more and more prevalent. It's about so much more than looking better, it's about achieving the healthiest-looking skin possible. I only want to use the best of the best in the world on myself.”*

- Dr. Des Fernandes

**It's EnviroN's beautiful, effective science that continues to build on the legacy of beautiful, healthy-looking skin.**

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