

## CORPORATE BACKGROUND INFORMATION:

### SCHICK MEDICAL GmbH

#### The Company Behind the Skin Care Revolution :SQOOM

In 2006, **Dr Helmut Christ** discovered a connection between physics and nature. As a leading physician working in the field of holistic medicine and the treatment and prevention of skin diseases, in particular Psoriasis, Dr Christ had developed a range of innovative gels with active components that were proving highly effective when applied to the skin using a mix of ultrasound, ionisation and magnetic technology. These gels were originally created to treat the symptoms and pain caused by a wide range of skin complaints and diseases, however, during further trials, Dr Christ was intrigued to find that as well as relieving the specific skin complaints, his patients were commenting on the overall improvement to their skin texture and appearance – some even remarking on the disappearance of fine lines and wrinkles.

In 2008, Helmut Schick joined the team and set up **Schick Medical GmbH**. The skin treatment concept **SQOOM antiAge** was added to the original SQOOM med line and designers got to work to create the SQOOM product as it looks today.

The med range continues with Dr Christ's original work targeting specific skin complaints such as psoriasis, eczema and acne; whereas the antiAge range looks at diminishing fine lines and wrinkles, improving the skin's texture and tone and reducing age spots. All these gels have undergone rigorous testing – always using the most pure and natural ingredients possible to achieve the most effective results.

Using an international network including universities, specialists and experts as well as the in-house expertise of the Schick Medical team, a thorough process of research and development has been undertaken. After countless trials and the complex analysis of results data, Schick Medical was finally ready to take SQOOM to market.

Since 2009, Schick Medical has been working with international partners to create an international distribution network to bring SQOOM to people who are committed to improving their skin and delaying the aging process. The company is also continually working to develop the SQOOM range further.

Currently over 20,000 SQOOM sets have been sold across mainland Europe, with over 80% of customers continuing to use SQOOM regularly, buying at least five replacement gels per year. The SQOOM treatment uses a unique combination of patented 'Synchron Technology' – a mix of ultrasound, ionisation and magnetic fields – alongside the active ingredients in the gels to penetrate through the outer layers of skin to work deep inside the skin and repair any damaged cells. It is one of a kind, and although it looks similar to other products on the market, its results set SQOOM apart.

On **1 March 2011, SQOOM launches in the UK**, and a beauty care revolution is about to begin. SQOOM is available exclusively at Harrods, retailing at £529.00 for the handset and one cleanserGel and one xcential HyaGel.

**Happy SQOOM-ing!**

### **ENDS**

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